

**VOCABULARY - PHRASEOLOGY - GRAMMAR**

**1 Transform the words in brackets into the appropriate form in order to fit the meaning of the text.**

Advertising is an (1) \_\_\_\_\_ (effect) way of reaching (2) \_\_\_\_\_ (value) customers in today's (3) \_\_\_\_\_ (competition) environment. A (4) \_\_\_\_\_ (success) campaign can use a (5) \_\_\_\_\_ (humour), (6) \_\_\_\_\_ (innovation) or (7) \_\_\_\_\_ (create) approach. It can also make use of a (8) \_\_\_\_\_ (power) image or slogan to make the product or service (9) \_\_\_\_\_ (memory) and (10) \_\_\_\_\_ (desire).

**2 Use the expressions in the box to complete this unsolicited letter.**

amazing offer • dynamic individual • friendly consultants • half the price •  
has selected you • incredibly low rate • now is the time • so why wait

**Mort's Gym Invites you to Get in Shape for Less**

Dear Mr Pérez,

(1) \_\_\_\_\_ to take care of yourself. You can't read a newspaper or watch a TV programme without learning yet another benefit of adding exercise to your daily routine. (2) \_\_\_\_\_?

Mort's Gym (3) \_\_\_\_\_ for a year's membership at the (4) \_\_\_\_\_ of \$40.00 a month, (5) \_\_\_\_\_ of a regular membership. Mort's Gym offers a fitness centre with sauna, yoga studio and juice bar. Everything a (6) \_\_\_\_\_ like yourself needs for modern living.

Bring this letter with you when you come to speak with one of our (7) \_\_\_\_\_ to take advantage of this (8) \_\_\_\_\_!

Yours truly,

*Lou Sherman*

Mort's Gym

**3 Complete each sentence with a suitable modal verb in order to fit the meaning of the sentence.**

- 1 This packaging is really old fashioned. I think we \_\_\_\_\_ change it.
- 2 We \_\_\_\_\_ forget to tell him about what happened. It is really important.
- 3 The meeting will start later than planned so we \_\_\_\_\_ hurry.
- 4 This is an excellent TV commercial, one of the best this year. It \_\_\_\_\_ win an award.
- 5 The presentation is next week. We \_\_\_\_\_ be ready with our proposal or we will lose the client.
- 6 \_\_\_\_\_ you help me finish this report, please?

**4 PET Complete the second sentence so that it means the same as the first, using no more than three words.**

- 1 The results show that our last campaign was more effective than this one.  
The results show that this campaign is \_\_\_\_\_ than our previous one.
- 2 No other methods for collecting data from consumers are as quick as questionnaires.  
Questionnaires are \_\_\_\_\_ method for collecting data from consumers.
- 3 The use of stereotypes in advertising is not as popular as it once was.  
The use of stereotypes in advertising used to be \_\_\_\_\_.
- 4 This is the best location for our billboard.  
There are no other locations \_\_\_\_\_ this one for our billboard.
- 5 The company uses social marketing more than any other forms of marketing.  
Among all forms of marketing, the company uses social marketing \_\_\_\_\_.