

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 _____.