

## Advertising Vocab

ad / advert / advertisement	
advertiser	
advertising	
publicity	
commercial (ads on TV and radio)	
to publicise	
mouth-watering	
brain-teasing	
eye-catching	
subliminal advertising	
attention-grabbing	
to exploit	
to run	
exhibition	
product endorsement	
to persuade	
mailshot letter	
billboard (Am.) = hoarding	
to place an ad	
word-of-mouth advertising	
slogan	
to sponsor; sponsorship	
leaflet	
extraordinary	
remarkable	
daring	
consistent	
streamlined	
impact	
product placement	
thirst quenching	
money saving	
code of practice	
storyboard	
prime location	
upmarket	
sophistication/sophisticated	
viral advertising/to go viral	
capture	
persuade	
pitch	
banner ad	
poster campaign	
reliable	