



Market Leader Intermediate Assignment 5.1

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Starting Up

Briefly write your reasons for which advertisement you think is the best.

Vocabulary – Parts B, D & E

Complete the exercise in Part B, then match the verbs to part D and complete the exercises in Part E. Highlight any of the questions that you are unsure about so that your teacher can quickly help you understand them in class.

Vocabulary Parts F & G

For Part F, choose only one question to give an example of and then try to use some of the vocabulary in Part G to explain why you think that campaign, slogan, or sponsorship was a successful advertisement.

Vocabulary Parts H & I Discussion

Rank the advertisement strategies in part H on a scale of 1 – 5, with 1 being acceptable and 5 being offensive. Be ready to explain your answers in class through a discussion. Then write responses to the questions in part I, which will also be discussed in class.