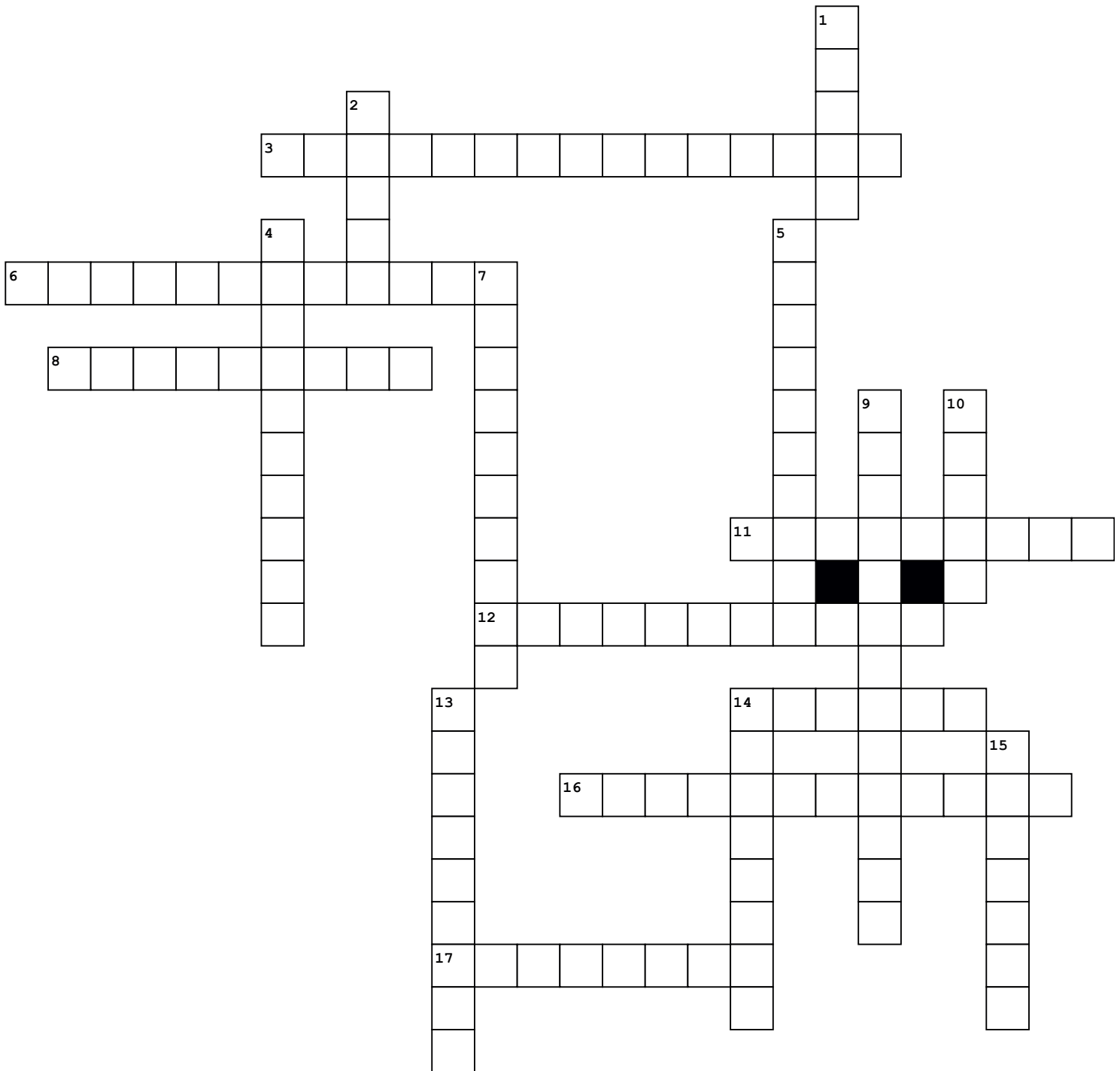


Advertising Vocabulary



Across

3. (n) A person or a particular group of people that something is directed at
6. (n) The number and characteristics of people who live in a particular area or form a particular group, especially in relation to their age, how much money they have and what they spend it on.

Down

1. (n) How an advertising agency proposes marketing ideas for a brand, product, or service to a prospective client.
2. (n) The real facts about a situation, event, or person.

8. (n)the quality of being honest and having strong moral principles that you refuse to change
11. (n)a series of activities designed to produce a particular result
12. (n)The business of trying to persuade people to buy products or services.
14. (n) A customer or someone who receives services
16. (n) a small group of people whose response to something (such as a new product or a politician's image) is studied to determine the response that can be expected from a larger population.
17. (n)The group of people together in one place to watch or listen to a play, film, someone speaking
4. (n)Radio or television transmission aimed at a narrowly defined area or audience (such as paying subscribers)
5. (n)Advertisements that appear or happen, especially suddenly or unexpectedly
7. (n)Something that is not recognized or understood by the conscious mind but still having an influence on it.
9. (n)The number of people who answer questions in a survey (= set of questions about a product or service) as a percentage of the number of people who are asked to take it.
10. (n) The internet, newspapers, magazines, television, etc., considered as a group
13. (v)to send out a program on television or radio
14. (n)A person who buys goods or a service
15. (n-v) A person or company that supports a person, organization, or activity by giving money.