

# Prepare for {IELTS}

## Topic – Advertising

### ADVERTS & MEDIA

consumers	billboards
advertisers	pop-up ads/clickbait
viewers	targeted ads
target audience	direct mail advertising
to advertise on/in	commercial breaks
ad/advert/advertisement	spam emails
to brainwash/brainwashing	cold calling
to buy impulsively/an impulse buy	word of mouth

### USEFUL COLLOCATIONS

COLLOCATION	MEANING
<b>The power of advertising</b>	Adverts are powerful and can make you buy things you don't need/want
<b>To be bombarded with</b>	To see advert after advert
<b>Celebrity endorsement</b>	When a celebrity uses a particular product
<b>Product placement</b>	When a product appears in a TV programme or movie
<b>Brand loyalty</b>	To buy products because you like the brand
<b>Advertising budget</b>	The amount of money a company has to spend on advertising