2 Ads and brands: the power of persuasion

8 Review

8 b Language in use (p. 37)

1 more quickly
2 the most slowly
3 The more carefully
4 the most quietly
5 more easily
6 the worst
7 more sadly
8 more happily
9 better
10 the most quickly

8 c Vocabulary (p. 37)

1 prime time slots
2 positioning
3 product launch
4 franchise
5 sponsors
6 target group
7 Word of mouth
8 sales gimmicks
9 loss leader
10 retailer
11 brochure
12 merchandise