



## Иностранный язык.М

- 1 Advertising has evolved into a vastly complex form of ...
- 2 One person actually ... be the entire ad department.
- 3 There are ... major departments in any advertising agency.
- 4 A solid creative ... is one of the main duties of account services.
- 5 If an advertisement is printed on paper, then it comes under the banner of ...
- 6 ... (or marketing) is also known as ambient media.
- 7 ... Advertisements are primarily designed to inform and educate rather than sell a product or service.
- 8 ... placement is the promotion of branded goods and services within the context of a show or movie, rather than as an explicit Advertisement.
- 9 If you see an advertisement via the Internet, then it is classified as ... Advertising.
- 10 ... is a mass-market form of communication including television and radio.
- 11 ... is also known as out-of-home (OOH) Advertising.
- 12 ... is a relatively new form of Advertising, which uses different kinds of portable electronic devices with Internet connectivity.
- 13 ... department comprises account executives, account managers and account directors, and is responsible for liaising with the agency's many clients.
- 14 Larger agencies may also separate out the following departments: Human Resources & Facilities, Research, Web development and ...
- 15 ... department combines research with strategic thinking.
- 16 ... department is the engine of any advertising agency. It's the lifeblood of the business, because this department is responsible for the product.
- 17 Everyone within creative services reports to the ...





- 18) ... department is responsible for handling payment of salaries, benefits, vendor costs, travel, day-to-day business costs and everything else you'd expect from doing business.
- 19) It is the function of the ... department to procure the advertising time and/or space required for a successful advertising campaign.
- 20) The media buying department is usually steered by a ...
- 21) The account planning department is often a mix of researchers and ...
- 22) The job of the ... department is to make ideas real.
- 23) ... ensures that work flows through the agency smoothly, preventing jams that may overwhelm creative teams and lead to very long hours, missed deadlines and problematic client relationships.
- 24) In small to mid-sized agencies, traffic is also a part of the ... department.
- 25) Many brands are returning to ... marketing.
- 26) Everything is in place for ... to be the next big thing.
- 27) Management is a career. Leadership is a ...
- 28) You ... to be tall, well-spoken and good looking to be a successful leader.
- 29) You're operating at such a high level of efficiency that you're giving ... back to the corporation – and you're still beating your goals.
- 30) To uncover a toxic boss often all you have to do is ... around.
- 31) Advertising ... (evolve) into a vastly complex form of communication.
- 32) Today the advertiser ... (have) a vast array of choices.
- 33) Guerrilla advertising usually ... (invite) the consumer to participate or interact with the piece in some way.
- 34) Until recently broadcast advertising ... (be) the most dominant way to reach a large number of consumers.
- 35) Cell Phone & Mobile Advertising ... (spread) rapidly.





- 36 Nowadays many brands ... (concentrate) their efforts to target niche groups of prospective customers.
- 37 Three years ago, you ... (have) someone very focused on direct mail acquisition.
- 38 Right now, retailers ... (try) to diversify their acquisition channels.
- 39 Last week Facebook ... (announce) that it would allow retailers to offer coupons and special deals through its own location-based service.
- 40 Never give in, and you ... (become) one of the advertising greats.
- 41 The skeleton of major departments in any advertising agency is the same.
- 42 The roles within the creative department are not numerous.
- 43 It couldn't be said that cave paintings in some way represented the first forms of advertising.
- 44 The driving force behind guerrilla advertising is a large budget.
- 45 Some advertising agencies are small boutique shops that have just a few people.

