

# Unit 6 – Revision

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## GRAMMAR

### 1 Write the verb in brackets as a gerund or an infinitive.

- 1 This trend is expected \_\_\_\_\_ (continue) over the next six months.
- 2 Nicole Kidman, after already \_\_\_\_\_ (receive) a reported \$5 million for her advertising work, has just signed another lucrative contract.
- 3 \_\_\_\_\_ (spend) on mobile phones has reached a record high this year.
- 4 We encourage feedback by \_\_\_\_\_ (invite) customers to fill in this form.
- 5 They plan \_\_\_\_\_ (bid) for a share in this.
- 6 It's a highly effective way of \_\_\_\_\_ (reach) a new type of customer.
- 7 We would be willing \_\_\_\_\_ (consider) any offer from our client.
- 8 Would you like \_\_\_\_\_ (join) us for dinner?

## VOCABULARY

### 2 Write one of these verbs in each sentence:

**TARGET DRAW WASTE ENDORSE SIGN SPONSOR RANGE POSE RUN PROJECT MAKE ACHIEVE**

- 1 We need to \_\_\_\_\_ a new audience.
- 2 Alternatives to straightforward advertising \_\_\_\_\_ from public relations to direct mail.
- 3 Cigarette companies aren't allowed to \_\_\_\_\_ sports events in my country.
- 4 The image they try to \_\_\_\_\_ is one of excitement and strength.
- 5 This media company \_\_\_\_\_ commercials for all the big names.
- 6 Can you \_\_\_\_\_ this advert in next Tuesday's edition?
- 7 How about we \_\_\_\_\_ Britney Spears up to do this advert?
- 8 We always \_\_\_\_\_ half our advertising budget but we don't know which half.
- 9 I think a product demonstration would \_\_\_\_\_ more attention than a poster.
- 10 Reaching the male customers aged about twenty would \_\_\_\_\_ a real challenge.
- 11 I think we'll \_\_\_\_\_ the best results with a mailshot.
- 12 We've asked Tiger Woods to \_\_\_\_\_ our new model.