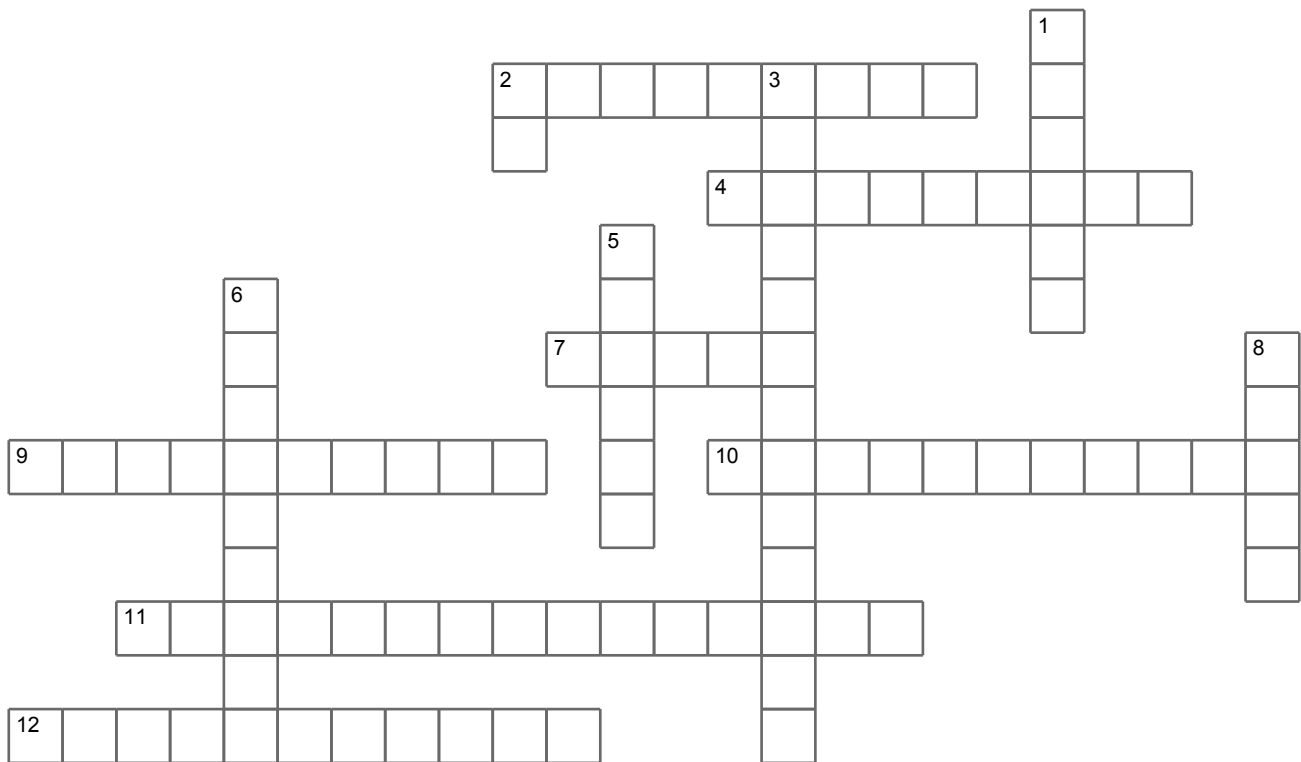


Name: _____

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Marketing Mix Crossword - Promotion Basics



ACROSS

2. Product _____: A form of advertising where a brand or product is placed in the media, for money
4. The range of methods by which a business makes its products known to customers
7. The collective term used to describe TV, radio, websites etc that allow promotion
9. An event at which companies in related businesses gather to showcase their products and services to other businesses and sometimes the public. (5,4)
10. Paid-for communication, aimed at informing or persuading
11. Techniques such as discounted prices, money-off coupons and BOGOF deals (5,9)
12. Where a business pays for an event or activity to gain publicity

DOWN

1. Increasingly important kind of advertising aimed at users of the Internet
2. Acronym for the promotion of a business through news stories, sponsorship and similar activities
3. activities designed to promote in-store sales - e.g. point-of-sale displays
5. Advertising _____: a business that organises advertising campaigns on behalf of clients
6. Promoting products by calling potential customers using the phone
8. Promotional practice where on the purchase of one item another one is given free