**Complete each sentence with a word from the box.**

|  |  |  |  |
| --- | --- | --- | --- |
| brand | exclusive | formula | sophisticated |
| consumer | **logo** | **revolutionary** | **intend** |

**1. A secret \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is used for the new shampoo that is being advertised everywhere.**

**2. A \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is a person who buys things.**

**3. That restaurant has a very well-known \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. People, all over the world, recognize the picture and associate it with the restaurant.**

**4. They \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to make the TV commercial for a wide range of consumers. On the other hand, highly specialized goods should be advertised in special publications or exclusive campaigns.**

**5. Our company has \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ rights to this product. No other company can sell it.**

**6. Advertisements for expensive cars and designer goods, target wealthy and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ consumers.**

**7. The personal computer was a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ product. It changed the lives of millions of people.**

**8. This is my favorite \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of shampoo. I never use a different kind.**