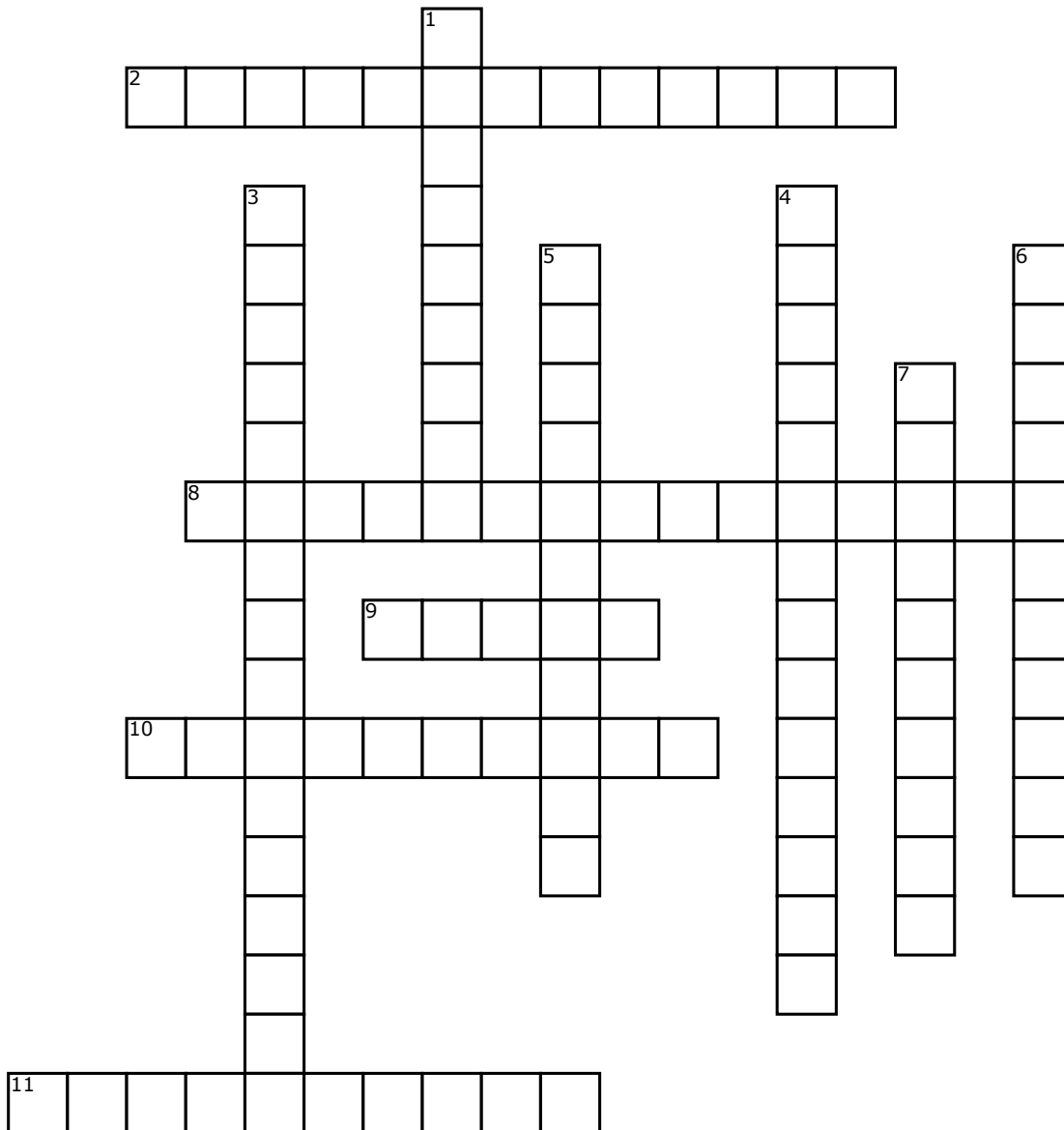


# AAP4 REVISION



## **Across**

- 2.** ...is an example of above the line advertising
- 8.** ...is an example of below the line advertising
- 9.** the different media used in an advertising campaign is called ... mix
- 10.** in ... marketing you should seek the customers's consent before you send marketing messages
- 11.** Font type used in advwrtising copy is called

## **Down**

- 1.** is a type of diect marketing
- 3.** advertising that is passd from person to person via internet is called
- 4.** direct selling is also called ... marketing
- 5.** creativie plan is also called... plan
- 6.** calling on potential customers that you don't know or without appointment is called
- 7.** cause marketing means companies associate themselves with