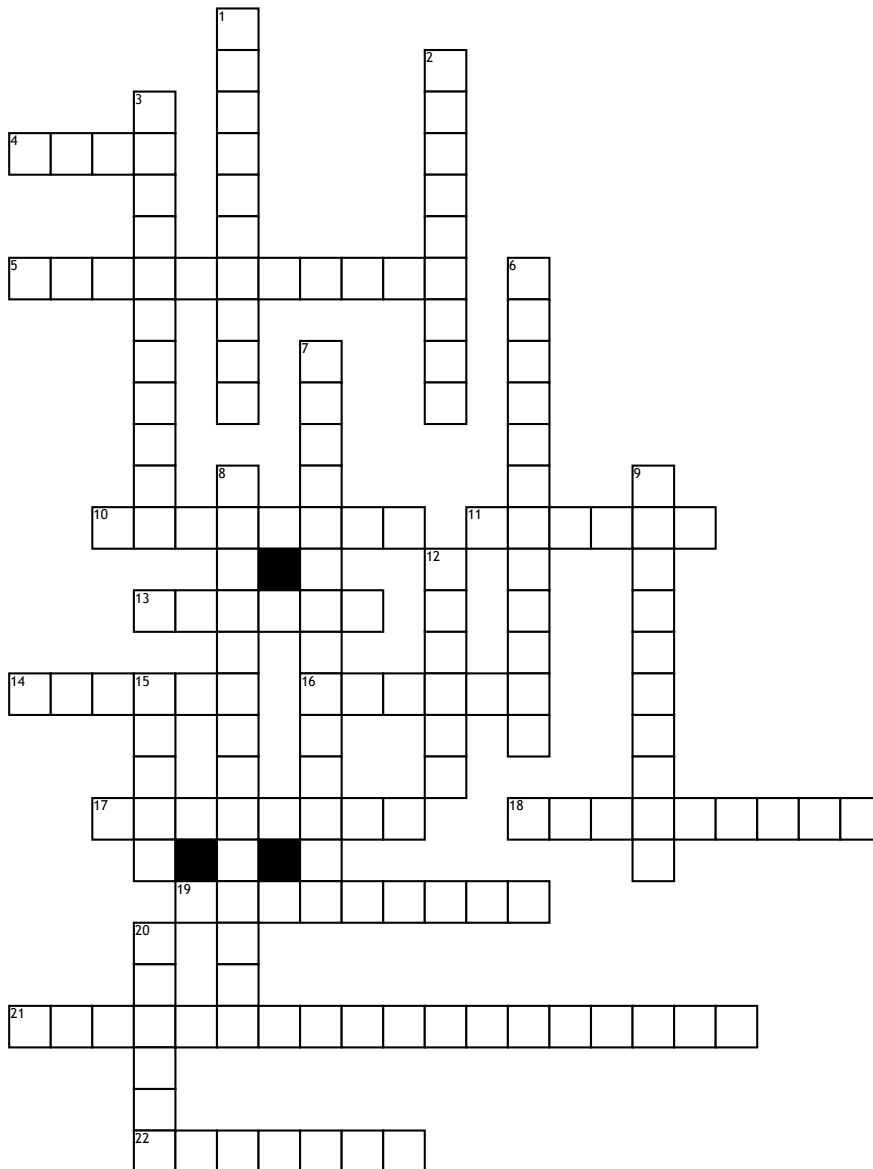


Name: _____

Advertising crossword



Across

- 4. Recognisable symbol or words
- 5. Stats of a group of people based on age etc...
- 10. Posed as a question
- 11. Words used to confuse with scientific meaning
- 13. Means 'Battle Cry' in Gaelic
- 14. Represent something else or an ideal

- 16. Plays on our emotions
- 17. World Wide Web
- 18. What draws our eye
- 19. Famous face
- 21. Amount spent on Internet advertising in 2007
- 22. Give public support

Down

- 1. Ingrained saying to do with a company
- 2. Race of people

- 3. How things are organised on the page
- 6. Convey point of view
- 7. Group of people
- 8. Most successful ad campaign in Australia
- 9. Person who writes advertisements
- 12. Tells us what to do
- 15. A recognisable group of products
- 20. A catchy tune