

1. The sum of all the elements of a creative is called _____

advertising copy

2. The specialist who ensures that all the copy elements are creatively interplayed is _____

Copy writer

3. The arrangement of all elements into a useable format is called _____

advert layout

4. Local advertisers are equally known as _____

retail

5. The first copy element anyone would come across in an advertising copy is the _____

headline

6. For an advert copy to appeal to its audience, it must stimulate the _____ sense organs

5

7. The smallest typeface in the copy is _____

body copy

8. The process of campaign planning requires _____

systematic approach

9. Preparing a copy starts with the _____

advertiser

10. Since advertising space is very valuable, the copy writer must convey his message without _____

waste of space

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