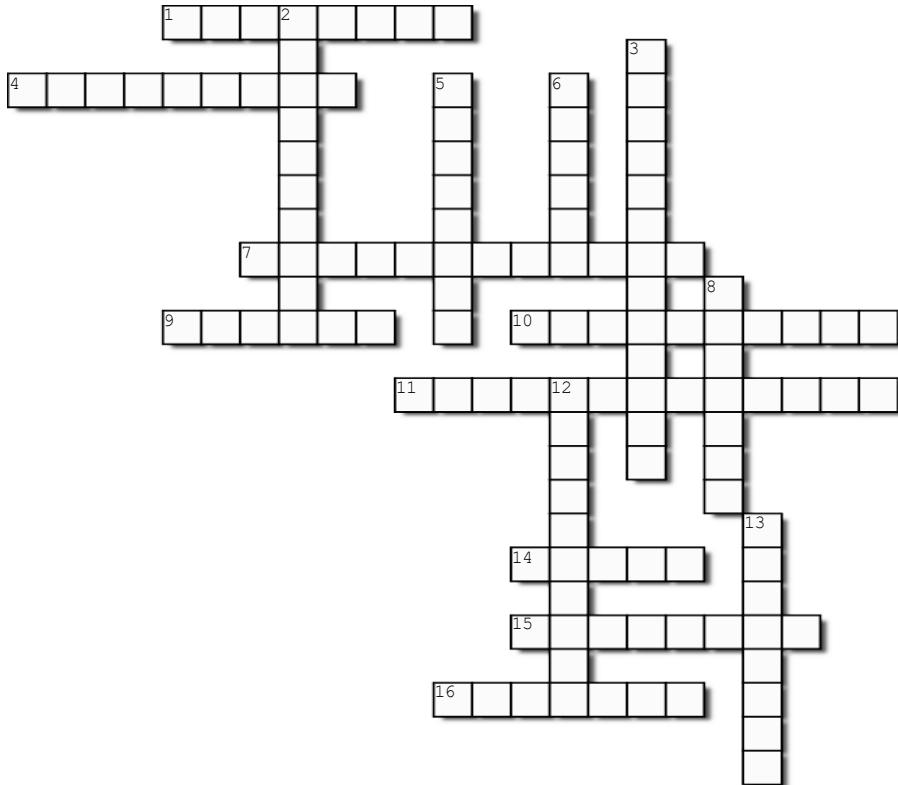


## Marketing vocabulary crossword

Group Members :

1. Complete the crossword puzzle below:
2. Choose 5 words from the crossword puzzle to create a meaningful sentence related to marketing.



### Across

1. The unique qualities that define a brand.
4. Attention given to a product, person, or event.
7. How products are delivered to customers.
9. A plan for how much money can be spent.
10. Interaction between a brand and its audience.
11. A message that promotes a product or service.
14. The act of selling goods or services.
15. A reduced price on a product or service.
16. A way to reach customers, like TV, social media, or email

### Down

2. Building relationships for business or career growth.
3. Working together to achieve a common goal.
5. A series of activities aimed at promoting something.
6. The money left after all expenses are paid.
8. The money made from selling goods or services.
12. The general opinion people have about a brand.
13. The process of creating a brand's image and identity