**NAME(S):………………………………………………………………………………………**

1. **CROSSWORD**

**How is called effect when there are too much emotions in advertising and receivers can´t remember the promoted product, brand, company etc.?**

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**QUESTIONS**

1. The founder´s first name of the brand Apple.
2. One element of marketing communication mix.
3. The abbreviation of marketing communication term when the negative and positive references are spread in informal way among people.
4. The place in customer´s mind. The last phase of the process STP.
5. The different way how to say non-traditional communication media. These media could be for example tree, road, bus stops etc.
6. Very common commercial medium in marketing communication which is connected with electronic way of information transfer.
7. The type of advertising when two or more companies promote their products in one advertising.