

FRENTE · 1 / 12

1

advertising

FRENTE · 2 / 12

2

brand

FRENTE · 3 / 12

3

target audience

FRENTE · 4 / 12

4

consumer rights

VERSO

1

The activity of promoting products or services through paid messages — on TV, online or in the street.

VERSO

2

A name, logo and identity that identifies a company's products and makes them different from others.

VERSO

3

The specific group of people that an advert or a product is designed to reach. "The campaign targets teenagers."

VERSO

4

The legal protections that allow buyers to expect safe products, honest information and a solution when something goes wrong.

FRENTE · 5 / 12

5

warranty

FRENTE · 6 / 12

6

refund

FRENTE · 7 / 12

7

misleading advertising

FRENTE · 8 / 12

8

impulse buying

VERSO

5

A written promise from a company to repair or replace a product if it breaks within a certain period.

VERSO

6

The money returned to a customer who brings a product back or is not satisfied with a service.

VERSO

7

Advertising that gives a false impression, so that buyers believe something untrue about a product.

VERSO

8

Buying something suddenly, without planning or comparing prices, usually because of an emotion.

FRENTE · 9 / 12

9

packaging

FRENTE · 10 / 12

10

fair trade

FRENTE · 11 / 12

11

business ethics

FRENTE · 12 / 12

12

a rip-off

VERSO

9

The material used to wrap and protect a product — often a major source of household waste.

VERSO

10

A system of trade that guarantees producers in poorer countries a fair price and decent working conditions.

VERSO

11

The moral principles that guide what is right and wrong in business behaviour. "Honest labelling is a question of business ethics."

VERSO

12

(Informal) Something that costs far more than it is worth. "Ten euros for a coffee? That is a rip-off!"