



Peek into 2025's Super Bowl Ads: Watch Now!

Description

Super Bowl time means fun ads on TV and the internet. This year's ads are funny and have many famous people. They are made to catch the attention of many viewers who watch the game.

Some advertisers use celebrities in their ads to attract viewers. For example, the ice cream company Häagen-Dazs is advertising for the first time at the Super Bowl. Their ad has actors from the movie "Fast & Furious" eating ice cream.

Many ads are funny and have jokes. Others have important messages, like Dove's ad that talks about girls being confident about their bodies. Some are made by companies that are advertising at the Super Bowl for the first time.

Not all ads are shown before the game. Some are kept secret until the game day. These surprises can be very exciting. Auto brands Jeep and Ram have announced plans to advertise but haven't given more information on their ads.

Some companies may use robots to make ads but it is not certain. A lot of people did not like a Coca-Cola holiday ad made by a robot, so companies might not use robots for Super Bowl ads. However, if a company does use a robot to make an ad, it will be a big surprise.

Vocabulary List:

1. **Advertisers** /'æd.və.taɪ.zəz/ (noun): People or companies that promote products or services.
2. **Attract** /ə'trækt/ (verb): To draw attention or interest.
3. **Celebrities** /sə'leɪ.b.ər.tiz/ (noun): Famous people especially in entertainment or sports.
4. **Confident** /'kɒn.fɪ.dənt/ (adjective): Feeling or showing certainty about something.
5. **Exciting** /ɪk'saɪ.tɪŋ/ (adjective): Causing great enthusiasm and eagerness.
6. **Surprises** /sə'rpraɪzɪz/ (noun): Unexpected events causing astonishment.

Vocabulary quizzes

Multiple Choice (Select the Correct answer for each question.)

1. What did the celebrity do when faced with criticism?

Option: a. Retreated



- Option: b. Denied
- Option: c. Defended
- Option: d. Ignored

2. How can advertisers attract more customers?

- Option: a. Deny allegations
- Option: b. Decrease popularity
- Option: c. Increase influence
- Option: d. Criticize celebrities

3. What trait is often associated with individuals who manage surprising incidents well?

- Option: a. Fearful
- Option: b. Confident
- Option: c. Upset
- Option: d. Popular

4. What do individuals make when they allege something happened?

- Option: a. Lawsuits
- Option: b. Claims
- Option: c. Reactions
- Option: d. Threats

5. What word is often used to describe a situation where accusations have not been proven yet?

- Option: a. Defended
- Option: b. Brave
- Option: c. Changed
- Option: d. Alleged

6. What may happen to a person's reputation if they are accused of wrongdoing?

- Option: a. Denial
- Option: b. Honesty
- Option: c. Changed
- Option: d. Stability

7. How do celebrities often feel in the midst of a lawsuit?

- Option: a. Brave
- Option: b. Prominent
- Option: c. Upset
- Option: d. Excited

8. What did the accused do when faced with allegations?

- Option: a. Attracted
- Option: b. Denied



Option: c. Influenced

Option: d. Directed

9. What might a person receive after making accusations against others?

Option: a. Reactions

Option: b. Threats

Option: c. Surprises

Option: d. Excitement

10. What can be greatly affected by how one handles allegations?

Option: a. Honesty

Option: b. Reputation

Option: c. Prominence

Option: d. Claims

Gap-Fill (Fill in the blanks with the correct word from the vocabulary list.)

11. When the accusations surfaced the celebrity seemed _____.

12. The unexpected incident brought about many _____ among the team.

13. The latest version of the software became very _____ among users.

14. The director took a _____ stand against the allegations.

15. The public _____ the company of unethical practices.

16. The manager's _____ involvement in the incident raised suspicions.

17. The unexpected _____ caused chaos in the neighborhood.

18. She had to _____ the situation carefully to avoid further conflict.

19. The actor's choice of roles often reflects his versatile _____.

20. The well-known filmmaker _____ the controversial movie.

Matching Sentences (Match each definition to the correct word from the vocabulary list.)

21. Some individuals feel demotivated when constantly for their actions.



22. The upcoming event promises to be an experience for all attendees.
23. The product was widely on social media to attract a larger audience.
24. She appeared very while speaking in front of the large audience.
25. The new marketing strategy aims to younger consumers to the brand.
26. often face intense scrutiny from the public and media alike.
27. Showing courage in the face of adversity is often seen as an act of being .
28. Leaders have the power to the opinions and decisions of others.
29. Life is full of unexpected twists and that keep things interesting.
30. Effective leaders know how to their teams and resources efficiently.

Answer

Multiple Choice: 1. c. Defended 2. c. Increase influence 3. b. Confident 4. b. Claims 5. d. Alleged 6. c. Changed 7. b. Prominent 8. b. Denied 9. b. Threats 10. b. Reputation

Gap-Fill: 11. upset 12. surprises 13. popular 14. strong 15. accused 16. alleged 17. incident 18. manage 19. character 20. directed

Matching sentence: 1. Criticised 2. Exciting 3. Advertised 4. Confident 5. Attract 6. Celebrities 7. Brave 8. Influence 9. Surprises 10. Manage

CATEGORY

1. Entertainment - LEVEL2

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