

# 2004-06-25\_Advertising\_17x17

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## Across

- 1 A television commercial presented in the form of a short documentary. (11)
- 6 Internet commerce involving transactions between business and consumers. (3)
- 9 Extravagant beyond standards of propriety. (11)
- 10 An inflated feeling of pride in your superiority to others. (3)
- 13 The estimated number of individuals in the audience of a broadcast that is reached at least once during a specific period of time. (5)
- 14 Large, great. (4)
- 15 Any set of principles and beliefs. (5)
- 16 A particular impression, appearance, effect, or atmosphere sensed from something. (4)
- 17 A 3-D photograph or illustration, created with an optical process that uses lasers. (8)
- 19 Append one's signature to. (3)
- 20 Internet (3)
- 22 A system in which carriers or couriers are instructed to collect payment at the time of delivery. (3)
- 23 Favouring one person or side or faction over another. (6)
- 26 The unique product

- benefit that the competition can not claim. (Abbr.) (3)
- 27 Brand \_\_\_\_\_ - That's what Tendulkar is to Airtel or others for whom he performs in ads. (10)
- 30 Highly excited, eager or interested. (4)
- 31 Mentally quick and resourceful. (3)
- 32 Ability to change to fit into changed circumstances. (12)
- 33 Possessing the value or quality as claimed. (7)
- 34 That's what 'D' in 'AIDA' stands for. (6)

## Down

- 1 That's what 'I' in 'AIDA' stands for. (11)
- 2 Commercially inactive phase. (4)
- 3 Strikingly strange or unusual. (6)
- 4 A demanding or stimulating situation. (9)
- 5 An ad inserted in a magazine, folded with an accordion-style fold. (9,6)
- 6 Bring up a topic (usually an awkward one) for discussion. (6)
- 7 What you are reading now is the \_\_\_\_\_ to the answer. (4)
- 8 Demonstration. (4)
- 11 Malicious satisfaction or joy. (4)
- 12 That's what C in CoD stands for. (4)
- 18 A charge for services rendered. (3)
- 21 Use or manipulate to one's advantage. (7)
- 22 An assertion that something is true or factual. (5)
- 24 Consumer \_\_\_\_\_ - Consumer goods that are not destroyed or consumed by use. (8)
- 25 An advertisement's headline. (7)
- 28 Transition from one scene to another, in a commercial or program. (6)
- 29 Movies with a soundtrack of a foreign language. (6)

