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**Match the texts to the headlines. There is one extra headline.**

**A. Celebrity advertising**

**B. Mobile billboard advertising**

**C. E-mail advertising**

**D. Newer advertising approaches**

**E. Product placement**

**1.** ………

These are truck-mounted billboards or digital screens. They usually carry advertisements along routes preselected by clients. Some billboard displays are static, while others change; for example, continuously or periodically rotating among a set of advertisements.

**2.** ……….

Very often a product is used in a film or television show and it proved to be an effective way of advertising. For example, in a film, the main character can use an item of a definite brand, as in the movie I, Robot, where main character played by Will Smith mentions his Converse shoes several times, calling them "classics", because the film is set far in the future. Another example of advertising in this film is futuristic cars with the Audi and Mercedes-Benz logos clearly displayed on the front of the vehicles.

**3.** ……….

This type of advertising focuses upon using celebrity popularity to gain recognition for their products and promote specific stores or products. Advertisers often advertise their products, for example, when celebrities share their favorite products or wear clothes by specific brands or designers.

**4.** ………

As the mobile phone became a new mass media in 1998, when the first paid downloadable content appeared on mobile phones in Finland, it was only a matter of time until mobile advertising followed, also first launched in Finland in 2000. By 2007, the value of mobile advertising had reached $2.2 billion. Advertising on the World Wide Web and e-mail advertising are also recent phenomena. But professionals are looking for new advertising media. Some companies have proposed placing messages or corporate logos on the side of booster rockets and the International Space Station.