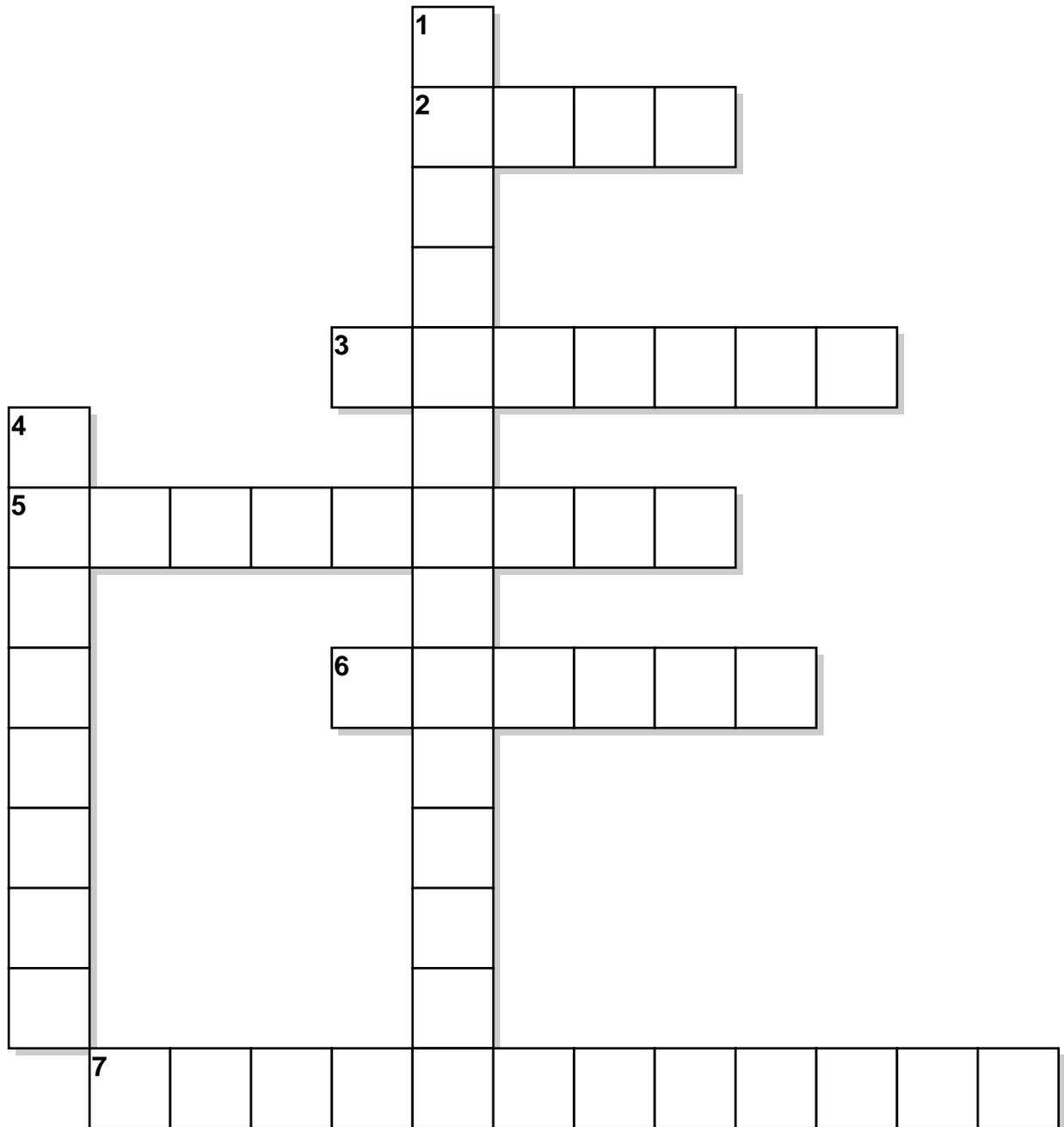


Kia Motors



Across

- 2 A personal online journal
- 3 Unique _____ point
- 5 One of the 4Ps
- 6 AIDA - create a _____ for the product

Down

- 1 TV adverts are a form of _____-____-_____ advertising
- 4 Kia _____ Surrey County Cricket Club

Across

7 Also called the 4 Ps

Down

Possible Answers:

Above-the-line, Blog, Desire, Marketing mix, Promotion , Selling , Sponsors