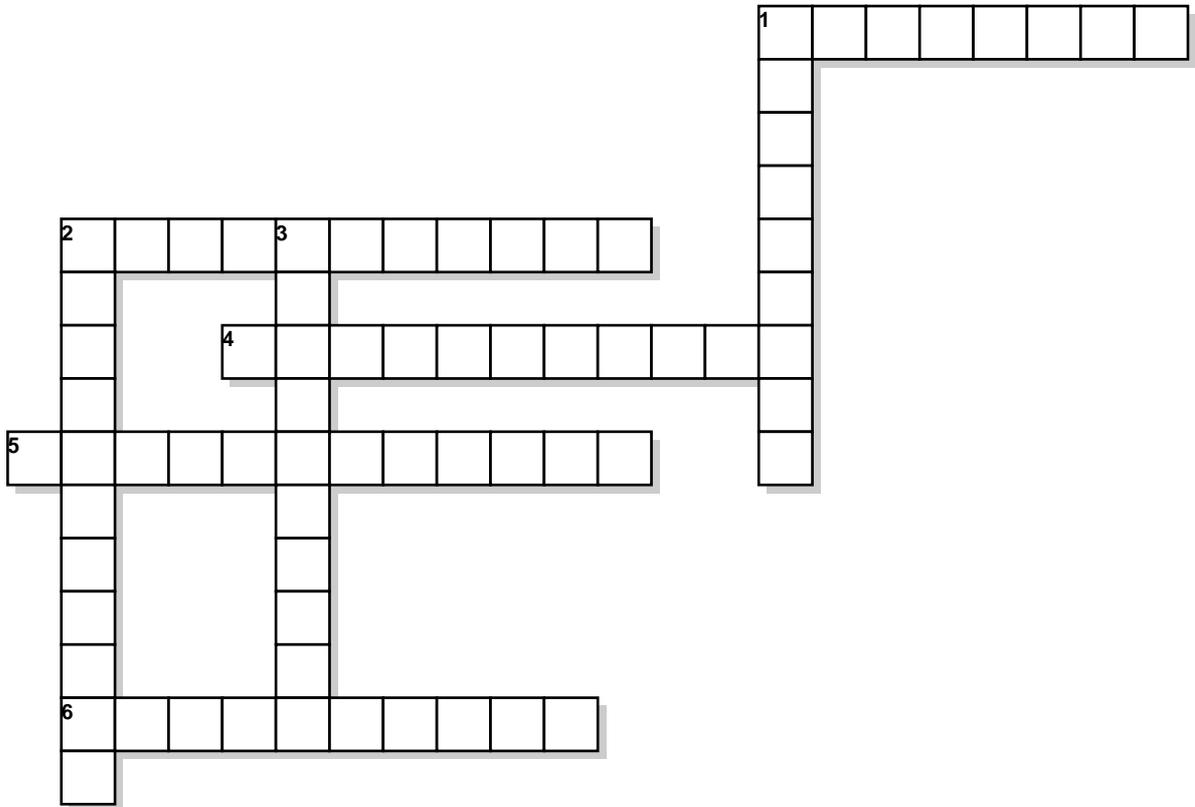


# adidas



### Across

- 1 One of the 4Ps
- 2 Involves a business paying to be associated with another organisation, event or TV programme
- 4 \_\_\_\_\_ activity is used to communicate with consumers
- 5 The 4Ps are also know as the \_\_\_\_\_
- 6 ROI stands for Return on \_\_\_\_\_

### Down

- 1 The range of products offered by an organisation
- 2 Twitter and Facebook are examples of \_\_\_\_\_
- 3 Plans to achieve objectives