

Advertising and marketing in tourism

English	Definition	Romanian	German	Danish
advertisement	a notice, picture or film telling people about a product, job or service	reclama	Werbung	Reklamer
brand	a type of product made by a particular company	marca	Marke	Mærke
customer	a person or an organization that buys something from a shop/store or business	client	Verbraucher/ Kunde	Kunde
target	the particular area, audience, etc. that a product, programme, etc. is aimed at	tinta	Ziel	Mål
product	a thing that is grown or produced, usually for sale	produs	Produkt	Produkt
client	a person who uses the services or advice of a professional person or organization	client	Kunde	Kunde
strategy	a plan that is intended to achieve a particular purpose	strategie	Strategie	Strategi
campaign	a series of planned activities that are intended to achieve a particular social, commercial or political aim	campanie	Kampagnie	Kampagne

message	an important moral, social or political idea that a book, speech, etc. is trying to communicate	mesaj	Botschaft	Besked
communication	the activity or process of expressing ideas and feelings or of giving people information	comunicare	Kommunikation	Kommunikation
media	- the main ways that large numbers of people receive information and entertainment, that is television, radio, newspapers and the Internet	mass-media	Medien	Medie / kanaler
sponsor	a person or company that pays for a radio or television programme, or for a concert or sporting event, usually in return for advertising	sponsor	Sponsor/ Geldgeber	Sponsorer
visual	of or connected with seeing or sight	vizual	visuell	Visuel
agency	a business or an organization that provides a particular service especially on behalf of other businesses or organizations	agentie	Agentur	Agentur
brochure	a small magazine or	broșura	Broschüre	Brochure

	book containing pictures and information about something or advertising something			
flyer	a small sheet of paper that advertises a product or an event and is given to a large number of people	pliant	Flyer, Flugblatt, Handzettel	Reklamer
billboard	a large board on the outside of a building or at the side of the road, used for putting advertisements on	panou publicitar	Werbetafel	Reklamesøjle
newspaper	a set of large printed sheets of paper containing news, articles, advertisements, etc. and published every day or every week	ziar	Zeitung	Avis
television	a piece of electrical equipment with a screen on which you can watch programmes with moving pictures and sounds	televizor	Fernseher	Fjernsyn
poster	a large notice, often with a picture on it, that is put in a public place to advertise something	poster	Poster	Plakater
radio	a piece of equipment used for listening to	radio	Radio	Radio

	programmes that are broadcast to the public			
slogan	a word or phrase that is easy to remember, used for example by a political party or in advertising to attract people's attention or to suggest an idea quickly	slogan	Slogan/ Werbespruch	Slogan