

Need another word that means the same as “hype”? Find 25 synonyms and 30 related words for “hype” in this overview.

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**The synonyms of “Hype” are: ballyhoo, hoopla, plug, publicity, advertising, promotion, marketing, puff, puffery, propaganda, exposure, publicize, advertise, promote, push, boost, merchandise, give publicity to, give a puff to, puff up, build up, talk up, bang the drum for, beat the drum for**

## Hype as a Noun

### Definitions of "Hype" as a noun

According to the [Oxford Dictionary of English](#), “hype” as a noun can have the following definitions:

- *A deception carried out for the sake of publicity.*
- *Blatant or sensational promotion.*
- *Extravagant or intensive publicity or promotion.*



## Synonyms of "Hype" as a noun (11 Words)

- advertising** A public promotion of some product or service.  
*An **advertising** agency.*
- ballyhoo** Blatant or sensational promotion.  
*After all the **ballyhoo** the film was a flop.*
- exposure** The revelation of something secret, especially something embarrassing or damaging.  
*A camera which would give a picture immediately after **exposure**.*
- hoopla** Blatant or sensational promotion.  
*I really didn't know what the **hoopla** was all about.*
- marketing** The action or business of promoting and selling products or services, including market research and advertising.  
*Most companies have a manager in charge of **marketing**.*
- plug** A socket into which an electric plug can be fitted.  
*They sold chewing tobacco in bars and **plugs**.*

**promotion** A message issued in behalf of some product or cause or idea or person or institution.

*United won **promotion** last season.*

**propaganda** The dissemination of propaganda as a political strategy.  
*The party's leaders believed that a long period of education and **propaganda** would be necessary.*

**publicity** Notice or attention given to someone or something by the media.  
*We distributed **publicity** from a stall in the marketplace.*

**puff** A powder puff.  
*A **puff** of wind swung the weathercock round.*

**puffery** Exaggerated or false praise.  
*His **puffery** actually was not far from the truth.*



## Usage Examples of "Hype" as a noun

- *His first album hit the stores amid a storm of hype.*
- *Is his comeback a hype?*



## Hype as a Verb

### Definitions of "Hype" as a verb

According to the [Oxford Dictionary of English](#), "hype" as a verb can have the following definitions:

- *Promote or publicize (a product or idea) intensively, often exaggerating its benefits.*
- *Publicize in an exaggerated and often misleading manner.*



## Synonyms of "Hype" as a verb (14 Words)

<b><u>advertise</u></b>	Notify (someone) of something. <i>Some prisoners <b>advertised</b> the French of this terrible danger.</i>
<b>bang the drum for</b>	Leap, jerk, bang.
<b>beat the drum for</b>	Wear out completely.
<b>boost</b>	Give a boost to be beneficial to. <i>A range of measures to <b>boost</b> tourism.</i>
<b>build up</b>	Give form to, according to a plan.
<b>give a puff to</b>	Convey, as of a compliment, regards, attention, etc.; bestow.
<b>give publicity to</b>	Dedicate.
<b>merchandise</b>	Promote or publicize (an idea or person). <i>It is below great men to be kind of recompense and <b>merchandise</b> their Power.</i>

<b>promote</b>	Of an additive act as a promoter of a catalyst. <i>I got <b>promoted</b> after many years of hard work.</i>
<b>publicize</b>	Call attention to. <i>Use the magazine to <b>publicize</b> human rights abuses.</i>
<b>puff</b>	Breathe noisily, as when one is exhausted. <i>The critics <b>puffed</b> up this Broadway production.</i>
<b>puff up</b>	To swell or cause to enlarge.
<b>push</b>	Make strenuous pushing movements during birth to expel the baby. <i>Competition in the retail sector will <b>push</b> down prices.</i>
<b>talk up</b>	Divulge confidential information or secrets.



## Usage Examples of "Hype" as a verb

- *They were hyping up a new anti-poverty idea.*
- *An industry quick to hype its products.*



## Associations of "Hype" (30 Words)

<b>ad</b>	An advertisement. <i>The latest television lager <b>ad</b>.</i>
<b>advertisement</b>	A public promotion of some product or service. <i>Unhappy clients are not a good <b>advertisement</b> for the firm.</i>
<b>advertiser</b>	A person or company that advertises a product, service, or event. <i>Kids hate it when <b>advertisers</b> try too hard to target them on their level.</i>
<b>advertising</b>	Advertisements collectively. <i>Despite being instructed to take the signs down he says he has no intention of removing the <b>advertising</b>.</i>
<b>ballyhoo</b>	Blatant or sensational promotion. <i>After all the <b>ballyhoo</b> the film was a flop.</i>
<b>banner</b>	A long strip of cloth bearing a slogan or design, carried in a demonstration or procession or hung in a public place. <i>Students waved <b>banners</b> and chanted slogans.</i>
<b>campaign</b>	Go on a campaign go off to war. <i>He supported populist <b>campaigns</b>.</i>
<b>commercial</b>	Of or relating to commercialism. <i><b>Commercial</b> grade of beef.</i>
<b>corporate</b>	A corporate company or group. <i>The rules set by the <b>corporate</b> organization.</i>
<b>coupon</b>	Of a consumer collect and use coupons or vouchers offering discounts on goods or services. <i>The stock carries a 10 per cent <b>coupon</b>.</i>
<b>gimmick</b>	Alter or augment with an extra device or feature. <i>Sales <b>gimmicks</b> such as free trips.</i>

<b>handbill</b>	An advertisement (usually printed on a page or in a leaflet) intended for wide distribution.
<b>marketing</b>	Shopping at a market. <i>A <b>marketing</b> campaign.</i>
<b>merchandise</b>	Engage in the business of a merchant. <i>A new breakfast food can easily be <b>merchandised</b>.</i>
<b>merchandising</b>	The activity of promoting the sale of goods, especially by their presentation in retail outlets. <i>Problems rooted in poor <b>merchandising</b>.</i>
<b>playbill</b>	A theatre programme. <i>He couldn't find her name on the <b>playbill</b>.</i>
<b>product</b>	A substance produced during a natural, chemical, or manufacturing process. <i>That store offers a variety of <b>products</b>.</i>
<b>promote</b>	Of an additive act as a promoter of a catalyst. <i>I got <b>promoted</b> after many years of hard work.</i>
<b>promotional</b>	Of or relating to advancement. <i>She was on a <b>promotional</b> tour for her books.</i>
<b>publicity</b>	The giving out of information about a product, person, or company for advertising or promotional purposes. <i>A <b>publicity</b> campaign.</i>
<b>sale</b>	A quantity or amount sold. <i>The <b>sale</b> has fallen through.</i>
<b>salesclerk</b>	A salesperson in a store.
<b>sell</b>	Sell all of one's stock of something. <i>What <b>sells</b> CDs to most people is convenience.</i>
<b>seller</b>	Someone who promotes or exchanges goods or services for money. <i>Street <b>sellers</b> of newspapers flowers etc.</i>
<b>selling</b>	The exchange of goods for an agreed sum of money.
<b>shopper</b>	A commercial agent who shops at the competitor's store in order to compare their prices and merchandise with those of the store that employs her. <i>A commercial centre thronged with <b>shoppers</b>.</i>
<b>sponsorship</b>	Financial support received from a sponsor. <i>We raised about 6 000 in <b>sponsorship</b>.</i>
<b>television</b>	A device with a screen for receiving television signals. <i>Dan was sitting on the settee watching <b>television</b>.</i>



**throwaway** Denoting or relating to products that are intended to be discarded after being used once or a few times.  
A **throwaway** camera.

**tout** Sell (a ticket) for an event at a price higher than the official one.  
Shop managers would stand in the street **touting** for business.

