

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

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

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

The dissemination of propaganda as a political strategy.

propaganda *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)

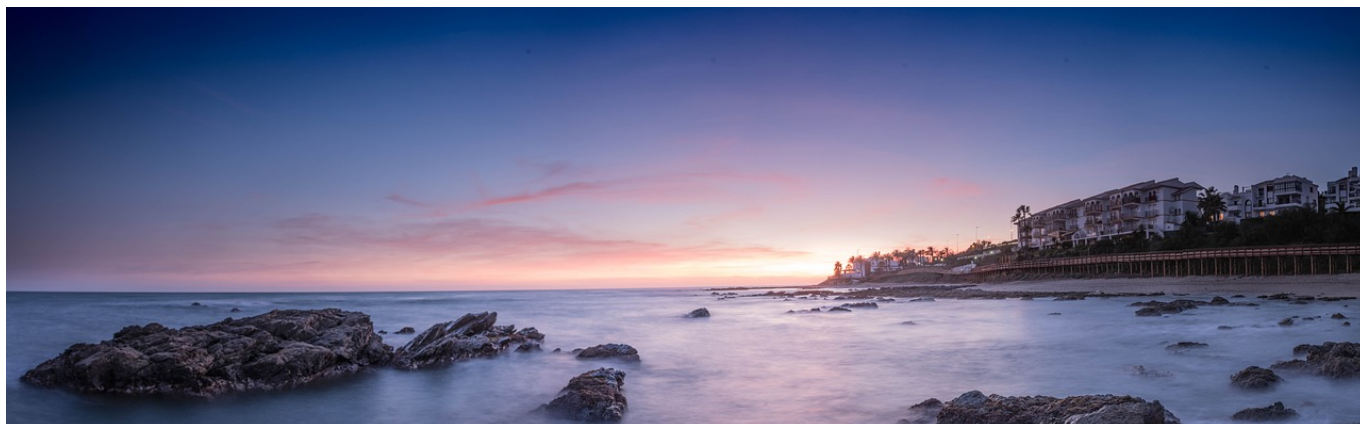
<u>advertise</u>	Notify (someone) of something. <i>Some prisoners advertised the French of this terrible danger.</i>
bang the drum for	Leap, jerk, bang.
beat the drum for	Wear out completely.
boost	Give a boost to be beneficial to. <i>A range of measures to boost tourism.</i>
build up	Give form to, according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

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

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

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

