

# **gimmick** (*gim-mick*)

## **Definition**

n. a clever trick or device to attract attention.

## **Example Sentence**

An offer that good must have a **gimmick** in it.

## **More Example Sentences**

The magician used a **gimmick** in his show.

## **Synonyms**

trick; device; ploy

## **Antonyms**

honesty

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