

There are hundreds of examples of advertisements on the television, internet and in magazines/newspapers. Choose one you like. How many of these features does it include?

FEATURES OF AN EFFECTIVE ADVERT: TICK√

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| They ask <u>questions</u> | |
| They use <u>humour</u> | |
| They appeal to your <u>senses</u> (sight, hearing, touch, taste, smell) | |
| They use <u>alliteration</u> or a <u>play on words</u> | |
| They create a memorable <u>slogan</u> or an image | |
| They make you feel special and <u>imagine yourself using the product</u> | |
| They give <u>tempting descriptions</u> of the benefits of having the product | |
| They use exaggerated language full of <u>adjectives</u> and <u>adverbs</u> | |
| They use <u>celebrities</u> to help advertise the product | |
| They use <u>competitions</u> to advertise their products | |
| They list the <u>benefits and good qualities</u> of the product | |
| They mention <u>comments about the product</u> made by other customers | |
| They offer good value for money or <u>sale prices</u> | |

What is it advertising? _____

Do you think this is a good advert, which is going to get the customers attention? _____

How do you think this advert could be improved?
