

## Features of Adverts

**BREAK INTO THE WORLD OF ADVERTISING WITH  
POWERFUL PERSUASION...**

**PERSUASIVE LANGUAGE**

**CATCHY SLOGAN**

**CELEBRITY ENDORSEMENT**

**Brand**



 *Music/jingles*

**HUMOUR**

“Quotes and comments”

**Facts,  
science and  
data**

**Special offers or free gifts!**

**Bright colours**

**?**  
Questions  
where the  
product is  
the answer

**Attractive images**

## Features of Adverts: recording sheet

**ADVERT 1** \_\_\_\_\_

Key features:

Persuasion rating (max 5 stars)



**ADVERT 2** \_\_\_\_\_

Key features:

Persuasion rating (max 5 stars)



**ADVERT 3** \_\_\_\_\_

Key features:

Persuasion rating (max 5 stars)



**ADVERT 4** \_\_\_\_\_

Key features:

Persuasion rating (max 5 stars)



**Most persuasive advert (give your reasons)**

Sample print adverts

# THE CAR THAT HAS IT ALL!

SUBLIME SEATS | WONDERFUL WHEELS | PERFECT PAINTWORK  
EXTRAORDINARY ENGINE



Are you looking for a stylish car to make your travels that bit more luxurious?  
Are you looking for a car with enough space for family and friends?  
Are you looking for a car that cares for the environment?  
Look no further... your car is here!

# The right shoes for the right person



Walk with confidence in a shoe that says style.  
Walk with confidence in a shoe that says comfort.  
Walk with confidence in a shoe that says, "The job is mine!"

**SUCCULENT,  
DELICIOUS,  
LUXURIOUS,  
DIVINE**

*The queen of chocolate bars has just been crowned!  
What are you waiting for?*

# ARE YOU READY FOR YOUR NEXT ADVENTURE?

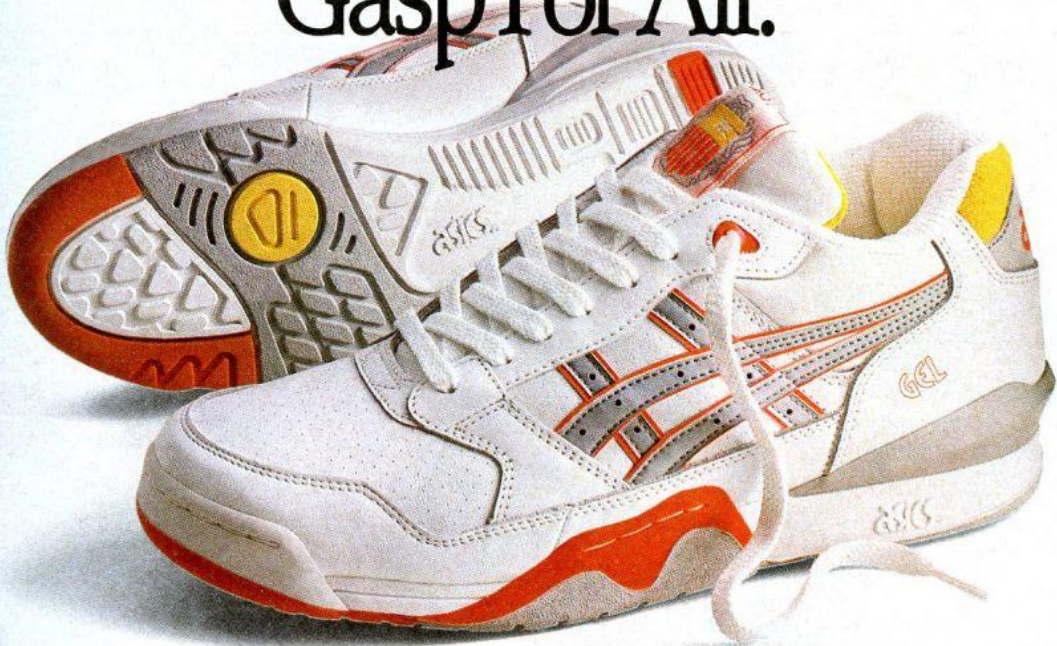


You will be truly enchanted when you visit our resort.  
You can climb magical mountains, shoot down whispering  
waterfalls, camp in the enchanted evergreen woods and sleep in the  
lap of luxury.

*It is the perfect destination with plenty to entertain  
any family looking for a bit of magic.*

Trainer Adverts

# Work Out In ASICS' GEL Cross Trainers And You'll Never Gasp For Air.



The reason why is right under your toes. Actually it's closer to your midfoot, where cross training impact is highest.



It's ASICS' GEL. A remarkable silicon-based semi-fluid substance with great shock absorption characteristics. Very important if you're constantly

working out, working out and working out.

You see, by dispersing vertical impact into a horizontal plane, the ASICS' GT-Intensity cross trainer can reduce the risk of injury, thus increasing your athletic performance.

The ASICS' GEL cross trainers are now available for men and women. In exciting styles and colors that (gasp) might just leave you breathless.



Don't Just Do It. Do It Better.



Women's GT-Intensity

Men's GT-Intensity

For the ASICS dealer nearest you, call 1-800-866-ASICS.

**THERE'S NO SUBSTITUTE FOR POWER. EXCEPT MORE POWER.**

Nike Air Max Courtballstec 3.3

available at **tennis EXPRESS**  
TennisExpress.com

This advertisement features Rafael Nadal on the right, wearing a white t-shirt with yellow accents, a yellow headband, and a yellow wristband. On the left, a pair of Nike Air Max Courtballstec 3.3 sneakers is displayed. The background is a plain white wall with a Nike logo in the top left corner.

**NIKE**  
INSTORE | ONLINE | JD APP  
JDSPORTS.CO.UK

**JD**

**UNDISPUTED KING OF TRAINERS**

ONLY AT JD | NIKE AIR FORCE 1

This advertisement features a single Nike Air Force 1 sneaker in the center, set against a futuristic, neon-lit background with colorful light trails. The sneaker is dark with a white mesh overlay on the side. The text 'AIR' is visible on the sole. The JD logo is in the top right, and the Nike logo is in the top left. The main headline 'UNDISPUTED KING OF TRAINERS' is in large white letters, and 'ONLY AT JD | NIKE AIR FORCE 1' is at the bottom.

# At last! The shoe that fits more than your foot.



Breathing nylon mesh uppers with velour leather reinforcement, and ankle and heel padding.



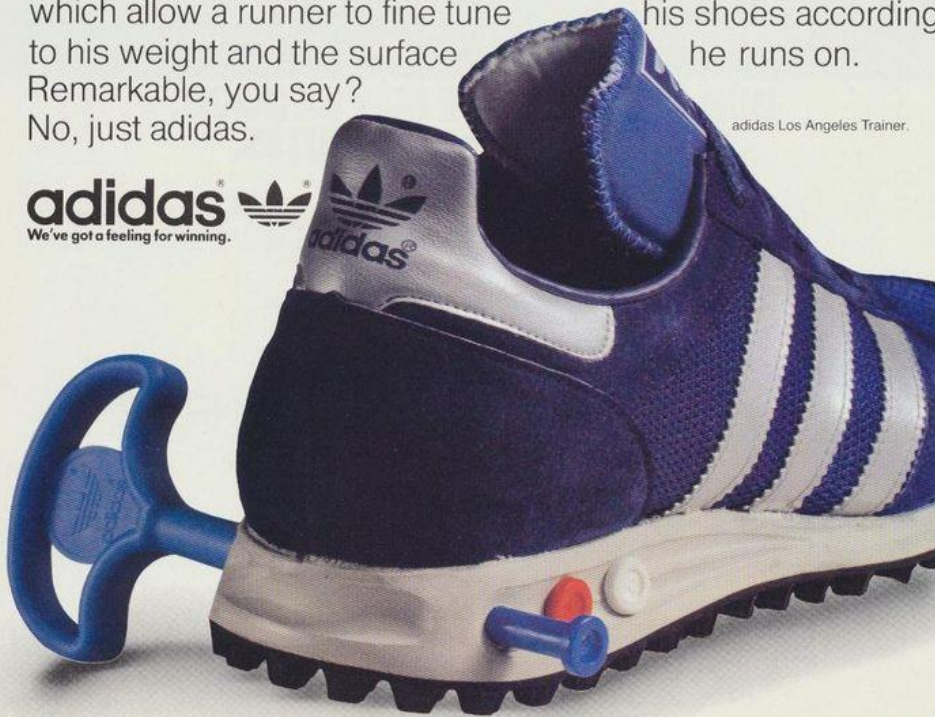
Shock absorbing rubber sole with slanted multi-studs.

A 150 pound man who runs on the road

should not buy the same pair of shoes as a 200 pound man who runs in the park, right? Wrong. Wrong, that is, if they both buy adidas' new Los Angeles Trainer. The adidas Los Angeles Trainer comes with a set of adjustable shock-absorbing rods which allow a runner to fine tune his shoes according to his weight and the surface he runs on. Remarkable, you say? No, just adidas.

adidas Los Angeles Trainer.

**adidas**  
We've got a feeling for winning.



## Features of Adverts: recording sheet

*Tick the language features used and give an example where you can*

<p><b>ADVERT 1</b> _____</p> <ul style="list-style-type: none"><li><input type="checkbox"/> Alliteration</li><li><input type="checkbox"/> Repetition</li><li><input type="checkbox"/> Slogans</li><li><input type="checkbox"/> Tempting description</li><li><input type="checkbox"/> Questions</li><li><input type="checkbox"/> Pictures</li><li><input type="checkbox"/> Eye-catching titles</li></ul> <p>Other features:</p>  <p>Persuasion rating (max 5 stars)</p> <p>☆☆☆☆☆</p>	<p><b>ADVERT 2</b> _____</p> <ul style="list-style-type: none"><li><input type="checkbox"/> Alliteration</li><li><input type="checkbox"/> Repetition</li><li><input type="checkbox"/> Slogans</li><li><input type="checkbox"/> Tempting description</li><li><input type="checkbox"/> Questions</li><li><input type="checkbox"/> Pictures</li><li><input type="checkbox"/> Eye-catching titles</li></ul> <p>Other features:</p>  <p>Persuasion rating (max 5 stars)</p> <p>☆☆☆☆☆</p>
<p><b>ADVERT 3</b> _____</p> <ul style="list-style-type: none"><li><input type="checkbox"/> Alliteration</li><li><input type="checkbox"/> Repetition</li><li><input type="checkbox"/> Slogans</li><li><input type="checkbox"/> Tempting description</li><li><input type="checkbox"/> Questions</li><li><input type="checkbox"/> Pictures</li><li><input type="checkbox"/> Eye-catching titles</li></ul> <p>Other features:</p>  <p>Persuasion rating (max 5 stars)</p> <p>☆☆☆☆☆</p>	<p><b>ADVERT 4</b> _____</p> <ul style="list-style-type: none"><li><input type="checkbox"/> Alliteration</li><li><input type="checkbox"/> Repetition</li><li><input type="checkbox"/> Slogans</li><li><input type="checkbox"/> Tempting description</li><li><input type="checkbox"/> Questions</li><li><input type="checkbox"/> Pictures</li><li><input type="checkbox"/> Eye-catching titles</li></ul> <p>Other features:</p>  <p>Persuasion rating (max 5 stars)</p> <p>☆☆☆☆☆</p>
<p><b>Most persuasive advert (give your reasons)</b></p>          	

Unit 1 Day 2

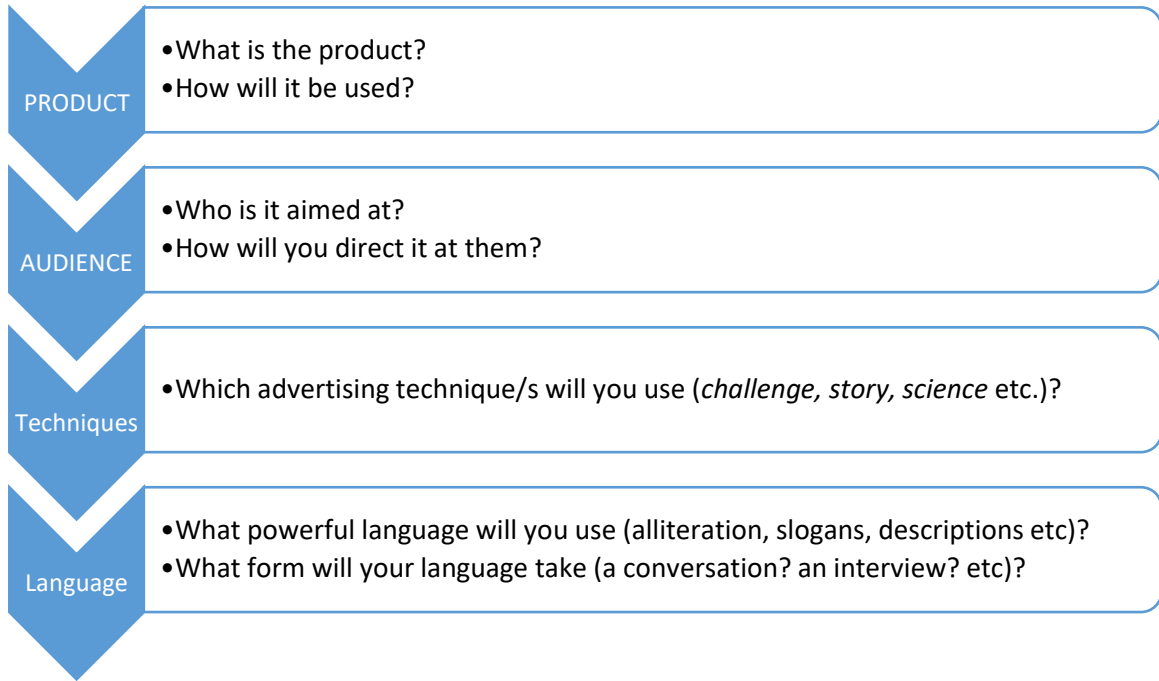
### Advertising techniques



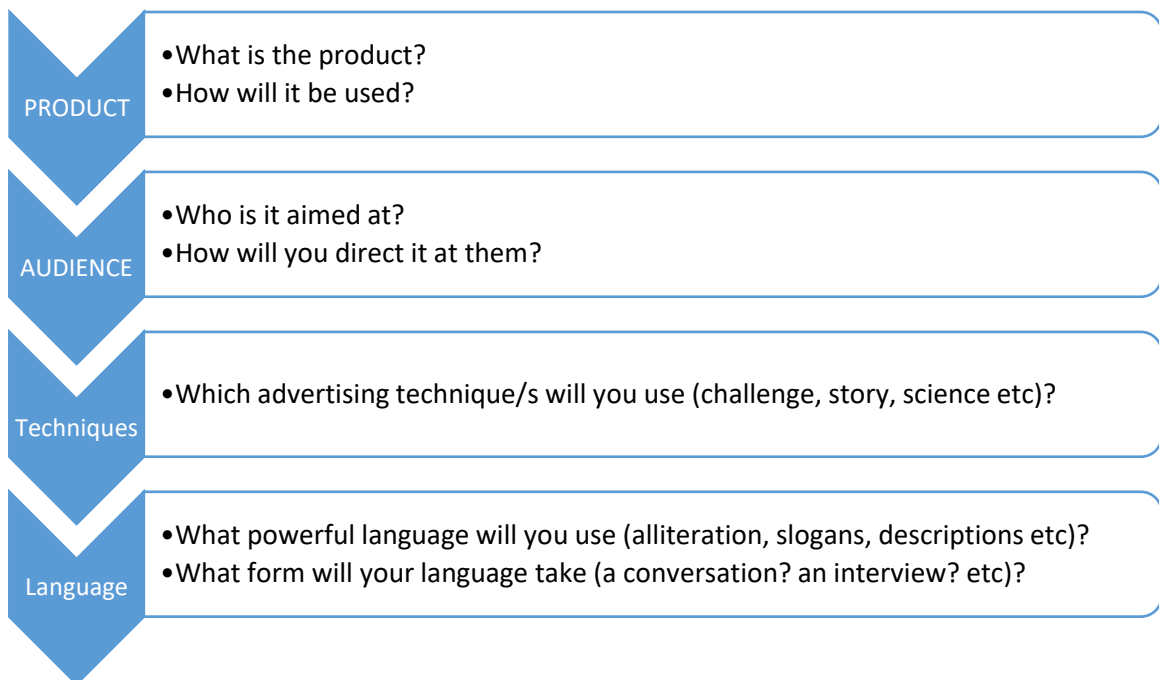
Technique	Example
Setting a challenge	<i>The best trainers for off-road racing!</i>
Using questions	<i>Are you ready for your next challenge? Then you need...</i>
Using facts, figures and science	<i>Made from state-of-the-art materials that wick away 30% more sweat.</i>
Using exaggerated descriptive language	<i>The most eye-catching, stunning footwear of the century!</i>
Telling a story	<i>This runner trained hard to get where they are today, overcoming every challenge to succeed, and wore our trainers on their journey.</i>



### Adverts: Things to include



### Adverts: Things to include



Unit 1 Days 3&4

## Script template

