

THE STRUCTURE OF ADVERTISEMENT TEXT

Task: Drag the parts of the advertisement

Product

Price

Logo

Important Information

Statements to persuade

adidas

READY FOR RUN
ULTRA BOOST

MENS'S RUNNING
BLACK / WHITE / MAUVE

ULTRA BOOST

A light, luxuriously cushioned running shoe for any
pace and any distance

\$180

30°
ANGEL

ADVERTISEMENT

NAME: _____

CLASS: _____

1

2

3

4

5

6

7

8

9

10

LOGO

SLOGAN

PRICE

TASTE IT. LOVE IT

1

Queen
Burger

2

Burger with exclusive layers of delicious flavour

3

4

5

Buy 1
Get 1 free

6

Only
30k

Only On Queen Burger

Order Now
(021) 555-1234

7

8

Jl. Sentosa Raya
Jakarta

9

www.queenburger.com



10

PROMOTION
WORDS

NAME OF
PRODUCT

PLACE

BODY COPY

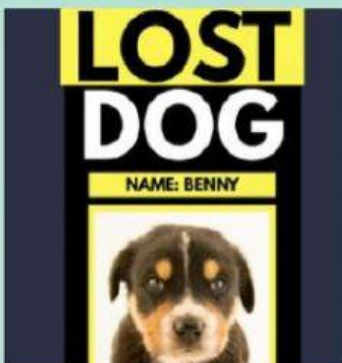
WEBSITE

CONTACT
NUMBER

PRODUCT SHOT

Purpose of an advertisement

Match the purpose of each advertisement to the correct image !



To find lose pet

To sell a product

To offer a service

To announce an event

To offer a job