Features of an Advertisement Model #2

Features of an advertisement
• **A bold heading & Slogan** (A short and memorable phrase)
• **A clear message/ purpose.** (What do you want to tell your readers?)
• **A target market/ audience** (Who is the advertisement aimed at?)
• **Facts** (Price, colour, size, flavour, place to buy etc.) / **Opinions**
• **Persuasive language tools** Powerful adjectives and catchy phrases used to describe facts and opinions about the product.
• **Visual Clues** (bright colours and pictures / big bold font)
• **Rhetorical Question** (A question asked in order to catch people's attention.)

Read the Minions advertisement below then answer the following questions:

1. Who are the target audience?

a. children 5-6 years old

b. adults 18-20 years old

c. children 7-9 years old

d. adults 27-29 years old

2. What is the purpose of this advertisement?

a. To persuade and convince people to never get a minion.

b. To persuade and convince people to sell their minion.

c. To persuade and convince people to buy a minion.

3. Drag and drop to label the features of the below advertisement.

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Persuasive Language | Facts | Opinion | Slogan

Visual Clues | Bold Heading | Rhetorical Question

Minions Make Magical Moments!

Minions Everyday Make My Day!

Voted as the best toy in 2020!

The most amusing toy in the world!
For children (7 - 9 years old)

Are you ready to live magical moments with your minion?

- Funny best friend!
- Most entertaining dancer!
- Lovely singer!
- With a built-in media player.
- Battery operated toy.

Exclusively…buy (1) for only **10 JODs** and get (1) extra minion for **FREE**!

Hurry up…get your super-duper minion right now from Hamleys stores!

LIVEWORKSHEETS