

13 Listen, read and circle. What do children love?

# Advertising

Buy it now!  
Only €2.99

Washes whiter  
and faster

Adele's  
favourite  
cereal

For a healthy  
and happy life

When big companies are going to make an advert, they use four things to make us buy.

- 1 For cereals and children's food, they create a cartoon <sup>1</sup>**character** / **person**.  
 love them. When children see them, they  to buy!
- 2 For important  like trainers, coffee and perfume, they choose <sup>2</sup>**famous** / **well-known** actors or sports people. We like to  the things that these people use.
- 3 Companies use other <sup>3</sup>**tools** / **tunes** for selling, too. Things we can read or hear. For example, they  <sup>4</sup>**slogans** / **advertisements**. They're catchy phrases we can't forget when we think about a product.
- 4 Companies also use clever images with <sup>5</sup>**bright** / **attractive** colours and interesting photos. Exciting  help sell products because they  our <sup>6</sup>**eye** / **nose** and make us think about the product.

Look  Read and write.

buy cereal forget images

- 1 Cartoons help sell \_\_\_\_\_ to children.
- 2 We like to \_\_\_\_\_ the products sports people use.
- 3 When a slogan is good, we can't \_\_\_\_\_ the words.
- 4 Clever \_\_\_\_\_ on billboards help sell products.

Look at the advert. Read and circle **T** for true and **F** for false.

# Advertising

I love 123 juice because it tastes delicious. Miss Lulu drinks it. She's my favourite singer. All my friends like it. We drink it together at parties and school. We always sing the song:  
**1, 2, 3, Drink with me. 1, 2, 3, Drink with me.**  
It's got a great tune!

- |   |          |          |
|---|----------|----------|
| 1 This advert uses a cartoon character to sell the product. | <b>T</b> | <b>F</b> |
| 2 It uses a jingle to help you remember the product.        | <b>T</b> | <b>F</b> |
| 3 It tells you it will make you popular.                    | <b>T</b> | <b>F</b> |

Complete the sentences. Use the words from the box.

catch   company   slogan   tune

- 1 I like that \_\_\_\_\_. I can't stop singing it!
- 2 Your dress is amazing. It's going to \_\_\_\_\_ everyone's eye!
- 3 My dad works for a big drinks \_\_\_\_\_ in New York.
- 4 The \_\_\_\_\_ for their drinks is 'The taste you have in mind'. That's very clever.