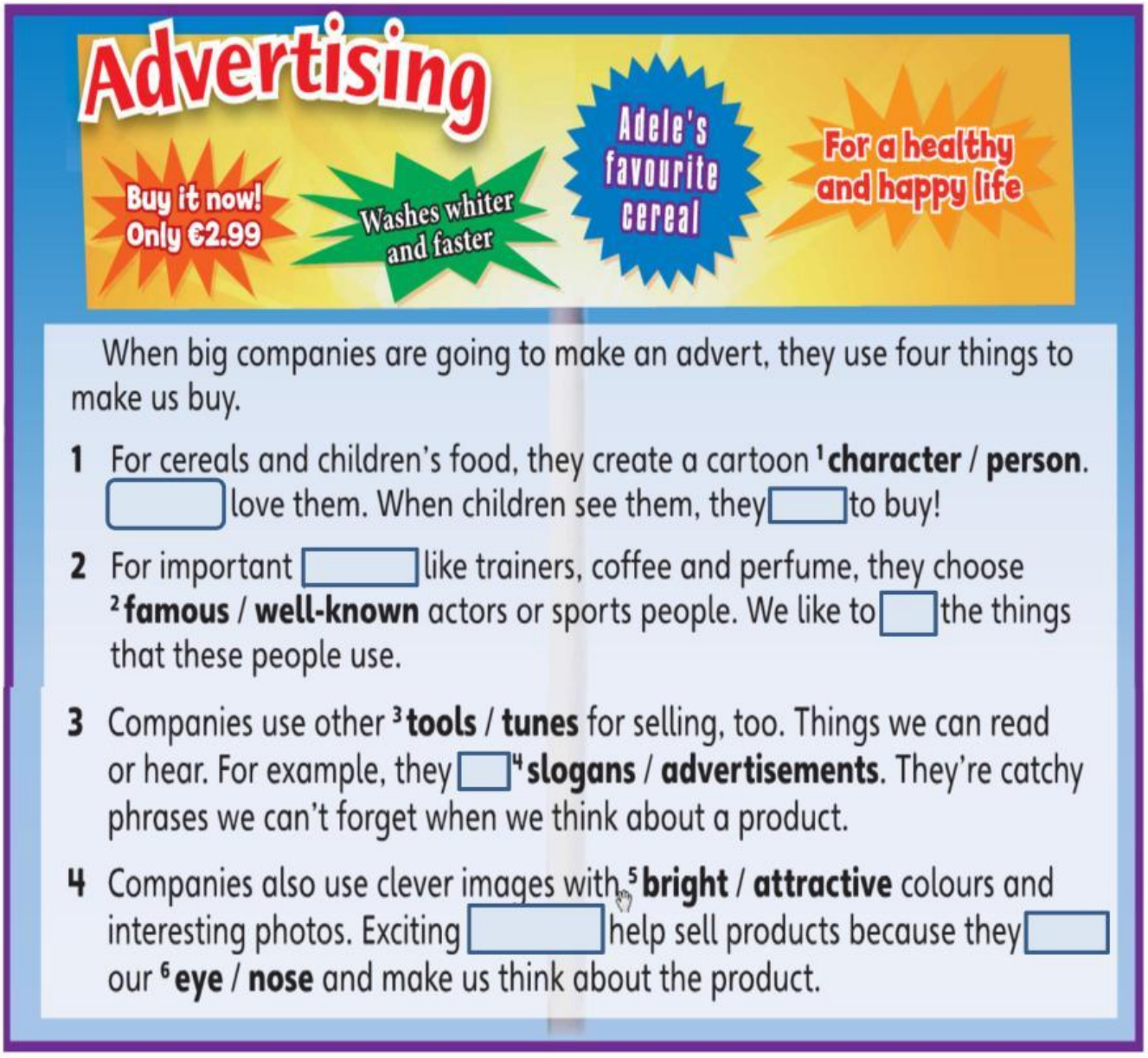
13 **Listen, read and circle. What do children love?**



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 [1] **character / person**. [ ] love them. When children see them, they [ ] to buy!

2 For important [ ] like trainers, coffee and perfume, they choose [2] **famous / well-known** actors or sports people. We like to [ ] the things that these people use.

3 Companies use other [3] **tools / tunes** for selling, too. Things we can read or hear. For example, they [ ] [4] **slogans / advertisements**. They're catchy phrases we can't forget when we think about a product.

4 Companies also use clever images with [5] **bright / attractive** colours and interesting photos. Exciting [ ] help sell products because they [ ] our [6] **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.

LIVEWORKSHEETS

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



1 This advert uses a cartoon character to sell the product. **T** **F**

2 It uses a jingle to help you remember the product. **T** **F**

3 It tells you it will make you popular. **T** **F**

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.

LIVEWORKSHEETS