

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.

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. **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.