

FULL NAME:

LEARNING EXPERIENCE 2

English: Level A2

Let's Create Local and Global Ads

I. Match the information about the parts of an AD :

CATCHY HEADLINE



ACTION PHRASE



LIMITED CONTENT



PICTURE PHOTO

Take that special someone to the stars ★ with our Most Starry Birthday Cake 🎂.

LOGO

Order a
Custom Cake
for Carryout, Curbside or Delivery

II. Match the information about the parts of the ad and drag the words to the blanks:

ACTION PHRASE

PICTURE

HEADLINES

LOGO

CONTENT

1. Little Ones

HAPPY baby



2. We have the most comfortable and fashionable clothes for your children. 50% off only for today and tomorrow.



3. Buy now and save money!
123-456-7890 or contact us by
whatsapp, or our web site.
hello@littleones.com

III. Ad A and Ad B

A

CUTIE CLOTHES

BIG SALE ONLY FOR THIS WEEK. 50% OFF

BEAUTIFUL CLOTHES FOR CHILDREN FROM NEW YORK TO LIMA.



BUY NOW!

FREE DELIVERY

BUY 4 AND TAKE **FIVE**

Rue de la Montagne 456- Miraflores.

Call to 938357851

B

MUSIC STORE



Buy now! Buy 3 and take 4.

BEST EAR SONY'S HEADPHONES

SALE NOW!

CHEAP WIRELESS HEADPHONES

Extra Bass, Design and Long Lasting Wireless Freedom

CALL US AT 987-654-321
FREE DELIVERY.



Which ad follows the tips? Choose A, B or Both.

1. Which ad has a catchy headline

A

B

Both

1. Which ad has a good photo?

A

B

Both

2. Which ad has good limited content?

A

B

Both

3. Which ad has a logo?

A

B

Both

4. Which ad has a call for action phrase?

A

B

Both

5. Which ad has a payment method?

A

B

Both