

Let's Create Local and Global Ads

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

Headline

Logo

Address

Action phrase

Contact

Picture / photo

Content

The advertisement is a yellow rectangular poster. At the top center is a circular logo with a coffee cup and the text 'Coffee Place'. Below the logo is a photograph of a smiling woman in a yellow apron behind a coffee counter. Under the photo, the text 'GOOD COFFEE FOR A GOOD DAY' is written in large, bold, black letters. Below that, 'BUY ONE GET ONE FREE' is written in smaller black letters. Further down, there is a paragraph of text: 'Find the best place to hang out with friends. Visit Café Coffee Day and enjoy hot coffees, cold coffees, snacks and more'. At the bottom, there are three social media icons (Instagram, Twitter, Facebook) and the address '445, Mount Eden Road, Anytown, USA'. Red arrows point from the following parts of the ad to empty boxes for labeling: the logo, the photo, the headline, the promotional text, the paragraph, the social media icons, and the address.

Blank boxes for labeling:

- Top left: []
- Top right: []
- Middle left: []
- Bottom left: []
- Bottom right: []
- Bottom right (lower): []

Headline

Contact

Action phrase

Address

Content

Product

Logo

Action phrase

The flyer for Green Leaf Vegetarian Culinary includes the following elements:

- Logo:** A green circular logo with three leaves and the text "Green Leaf vegetarian culinary".
- Main Image:** A large photo of a salad with arugula, tomatoes, olives, and fried tofu, topped with a "100% FRESH" seal.
- Collage:** Four smaller photos showing different food items: a bowl of noodles, a vegetable stir-fry, a cup of soup, and a bowl of fried food.
- Footer:** A green section with the text:
 - CHEF SUGGESTION** *on this week*
 - PANGSIT MIE AYAM
 - OSENG-OSENG KANGKUNG
 - WEDANG JAE WITH KENTANG
 - NASI GORENG IWAK PETRUK
 - OPEN DAILY** 11.00 AM – 9.00 PM
 - Green Leaf Vegetarian Culinary
 - Panji St. 100th - Pokamiami - US
 - Ph. (555) 123444998
 - greenleaf ■ @greenleaf
 - www.greenleaf.com

Red arrows indicate the following labels:

- Top left box points to the logo.
- Top right box points to the "100% FRESH" seal.
- Middle left box points to the main salad image.
- Bottom left box points to the "CHEF SUGGESTION" text.
- Bottom right box points to the contact information.

2. Match with the correct answer.

BUSINEES OWNER

PRODUCT

EMPLOYEES

MARIELA'S
CUPCAKES

RAUL, VICTORIA, ANTONIO

BUSINEES NAME

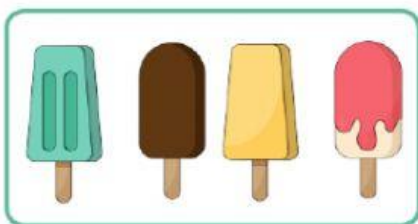
MARIELA

CUPCAKES



3. Classify the characteristics

tasty - creative – dirty – delicious – old – yummy – cool – cheap -
beautiful



1.

tasty

1.

1.

2.

2.

2.

3.

3.

3.