

Features of an Advertisement Model #1

Features of an advertisement
• A bold heading & Slogan (A short and memorable phrase)
• A clear message/ purpose. (What do you want to tell your readers?)
• A target market/ audience (Who is the advertisement aimed at?)
• Facts (Price, colour, size, flavour, place to buy etc.) / Opinions
• Persuasive language tools Powerful adjectives and catchy phrases used to describe facts and opinions about the product.
• Visual Clues (bright colours and pictures / big bold font)
• Rhetorical Question (A question asked in order to catch people's attention.)

Read the bicycle advertisement below then answer the following questions:

1. Who are the target audience?

- a. children b. adults c. both (adults & children)

2. What is the purpose of this advertisement?

- a. To persuade and convince people to buy the bicycle.
b. To persuade and convince people to sell their bicycle.

3. Drag and drop to label the features of the below bicycle advertisement.

Persuasive Language

Facts

Rhetorical Question

Facts

Visual Clues

Bold Heading

Opinion

Slogan

BICICLOWN



Ready to have the coolest Biciclown ever in the city? Live your most amusing cycling experience this summer and impress your friends! Have your unique Biciclown right now for the special low price of only **50 JODs!**

Voted the best bicycle of the year!

- ❖ Easy child friendly controls.
- ❖ Strong sturdy designs and a spongy seat.
- ❖ Marvelous reliable neon rubber tyres.

Buyers rate this product

500 Reviews

Cycling
Towards
Happiness!

Exclusively...LIMITED EDITION!

Buy 1 **BICICLOWN** right now and get **(2)** 3-D rainbow coloured tyres for **FREE** (Available while stocks last)

Now available at GOSPORT – Taj Mall!