

## Features of an Advertisement Model #2

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

**Read the Minions advertisement below then answer the following questions:**

**1. Who are the target audience?**

- a. children 5-6 years old
- b. adults 18-20 years old
- c. children 7-9 years old
- d. adults 27-29 years old

**2. What is the purpose of this advertisement?**

- a. To persuade and convince people to never get a minion.
- b. To persuade and convince people to sell their minion.
- c. To persuade and convince people to buy a minion.

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

Persuasive Language

Facts

Opinion

Slogan

Visual Clues

Bold Heading

Rhetorical Question

## **Minions Make Magical Moments!**

*Minions Everyday Make My Day!*

Voted as the  
best toy in 2020!

The most amusing toy  
in the world!  
For children ( 7 - 9 years old)



Are you ready to live magical moments with your minion?

- Funny best friend!
- Most entertaining dancer!
- Lovely singer!
- With a built-in media player.
- Battery operated toy.

Exclusively...buy (1) for only **10 JODs** and aet (1) extra minion for **FREE!**

**Hurry up...get your super-duper minion right now from Hamleys stores!**