

THE STRUCTURE OF ADVERTISEMENT TEXT

Task: Drag the parts of the advertisement

Product

Price

Logo

Important Information

Statements to persuade

adidas

READY FOR RUN
ULTRA BOOST

MENS'S RUNNING
BLACK / WHITE / MAUVE

ULTRA BOOST

A light, luxuriously cushioned running shoe for any
pace and any distance

\$180

30°
ANGEL

ADVERTISEMENT

NAME: _____

CLASS: _____

1

2

3

4

5

6

7

8

9

10

TASTE IT. LOVE IT

Queen Burger

Burger with exclusive layers of delicious flavour

Buy 1 Get 1 free

Only 30k

Only On Queen Burger

Order Now
(021) 555-1234

Jl. Sentosa Raya
Jakarta
www.queenburger.com

Logo: A pineapple character wearing a crown and holding a burger.

LOGO

SLOGAN

PRICE

PROMOTION
WORDS

WEBSITE

NAME OF
PRODUCT

CONTACT
NUMBER

PLACE

BODY COPY

PRODUCT SHOT

Purpose of an advertisement

Match the purpose of each advertisement to the correct image !



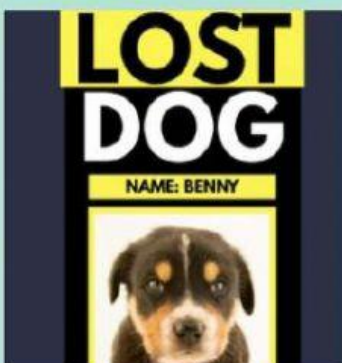
To find lose pet



To sell a product



To offer a service



To announce an event



To offer a job