

Reading: an advertisement

- 1 Look at the information in the advert. Then complete the sentences.

Do you need to go shopping for a new toothbrush? If you want a brighter smile than anyone else's, you need

The Tooth Company's

Pearly White X300

– the electric toothbrush that gives you the cleanest teeth in the world!

The Pearly White X100 was good.

The Pearly White X200 was better.

The Pearly White X300 is the best.

The Pearly White X300 comes with its own beautiful carrying case at no extra cost! Buy it today to take advantage of our special price!

Was £89.99, now only £69.99!



Available in all good electrical shops or at
www.thetoothcompany.com

- 1 The Tooth Company says the Pearly White X300 gives people the cleanest teeth.
- 2 The advert says the Pearly White X200 was _____ than the Pearly White X100.
- 3 The advert says the Pearly White X300 is the Tooth Company's _____ toothbrush.
- 4 The Pearly White X300 is 20 pounds _____ than it was before.
- 5 The Pearly White X300 gives you a _____ smile.

1 Write the words underneath the pictures.

laptop games console ~~tablet~~ mobile phone



1 tablet



2 _____



3 _____



4 _____

Help with Writing

Advertisements often use comparatives and superlatives to try to make people buy products. Look at the example of the Tooth Company's advert for the Pearly White X300. It says the toothbrush is 'the best'.

2 Imagine you work for one of the following:

- The Tablet Shop.
- The Mobile Phone Emporium.
- Laptops Incorporated.
- Games Console World.

Write an advertisement for a laptop, games console, tablet or mobile phone. Give your product a name and a price. Try to use comparatives and superlatives when describing it. Use the Tooth Company's advertisement to help you write yours.
