

1. Identify the most important characteristics of an effective ad. Tick all the right boxes.

- ☐ attract the consumer's attention
- ☐ make a promise
- ☐ raise the consumer's interest
- ☐ avoid using colourful images
- ☐ convince customers that they desire the product or service
- ☐ give extensive information to the consumer
- ☐ ignore the use of irony or humour
- ☐ convince customers the product or service will satisfy their needs
- ☐ lead customers towards taking action and/ or buying a product/ service

2. Match each of the ways of attracting potential buyers used in ads/commercials in column A with the corresponding example in B. Two of the examples do not apply.

A	B	Products advertised
a. humour	1. Why don't you put a tiger in your tank?	petrol
b. imperative	2. It keeps going, and going, and going...	batteries
c. metaphor	3. The best a man can get.	razor blades
d. repetitions	4. Skimmed milk does not come from skinny cows	milk
e. scientific evidence	5. Clinical tests show it works in 75% of the cases.	face cream
f. rhyme	6. Always finger-licking chicken wings!	fast-food
g. alliteration.	7. Just do it!	sports clothes
h. play on words	8. Ruffles have ridges	potato chips
	9. Every kiss begins with kay!	Kay jewellery
	10. Yahoo. It's you!	yahoo

3. Choose the meaning of each part of an advertisement .

Column A	Column B
Headline	words that are in a smaller letter that give more information about what is being advertised.
Copy	a short phrase that is easy to remember and represents the company.
Slogan	a little drawing that represents a company.
Brand	a photo or drawing
Logo	a word or short sentence that gives the main idea of the advert.
Illustration	a type of product / service made or offered by a particular company under a particular name.

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4. Label the parts of the advertisement by dragging the words given.

LOGO

SLOGAN

COPY

ILLUSTRATION

HEADLINE

BRAND

5. Go online and apply the “tricks” you have learnt. Create your own print ad to be published in a magazine or Billboard. Be creative!

<http://r53-vip-soup.pbskids.org/dontbuyit/advertisingtricks/>

