

### Let's Create Local and Global Ads

1. Match the information about the parts of the ad and drag the words to the blanks.

Headline

Logo

Address

Action phrase

Contact

Picture / photo

Content

The advertisement is yellow and features a central photo of a smiling barista in a yellow apron. Above the photo is the 'Coffee Place' logo. Below the photo is the headline 'GOOD COFFEE FOR A GOOD DAY' and a promotion 'BUY ONE GET ONE FREE'. Further down is a paragraph of text: 'Find the best place to hang out with friends. Visit Café Coffee Day and enjoy hot coffees, cold coffees, snacks and more'. At the bottom are social media icons and the address '445, Mount Eden Road, Anytown, USA'. Red arrows point from the following elements to empty boxes:

- Logo
- Barista photo
- Headline
- Promotion
- Text paragraph
- Social media icons
- Address

Headline

Contact

Action phrase

Address

Content

Product

Logo

Action phrase

**Green Leaf**  
vegetarian culinary

100% FRESH

**CHEF SUGGESTION**  
*on this week*  
PANGSIT MIE AYAM  
OSENG-OSENG KANGKUNG  
WEDANG JAE WITH KENTANG  
NASI GORENG IWAK PETRUK

**OPEN DAILY**  
11.00 AM - 9.00 PM

Green Leaf Vegetarian Culinary  
Panji St., 100th - Pokamiami - US  
Ph. (555) 123444998  
■ greenleaf ■ @greenleaf  
www.greenleaf.com

2. Match with the correct answer.

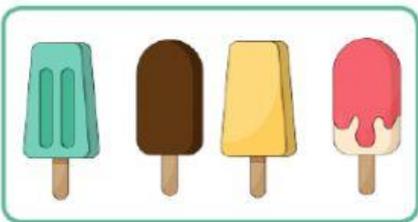
BUSINEES OWNER      PRODUCT      EMPLOYEES      MARIELA'S CUPCAKES

RAUL, VICTORIA, ANTONIO      BUSINEES NAME      MARIELA      CUPCAKES



3. Classify the characteristics

tasty - creative – dirty – delicious – old – yummy – cool – cheap - beautiful



1.
2.
3.

1.
2.
3.

1.
2.
3.