

Persuasive Adverts

The name of the product.

A statement saying what the item is and what it is used for. Give a LOT of detail.

A catchy slogan; use alliteration, rhyming words and word play to make it memorable and fun!

Exaggerate all the positive points of your product using words such as 'best', 'cheapest' and 'most'.

Ask the reader questions that will make them think they would need the product and change their life e.g. Have you ever needed relief from the scorching sun?

Say why the reader should buy the product.

