

**Today we are going to investigate ....**

**What makes an effective advertisement?**

# Advertisements



The main reason for advertising is to

**persuade**

people to

**buy**

a certain product.

# Advertisements

Persuading and convincing someone to buy something is not as easy as it sounds.

To produce an effective advert you have to have

**a hook**

and choose your vocabulary

**carefully.**



# Advertisements

Effective adverts use **positive words** (a hook) that **stand out** and give the reader a **good feeling** about the product. They ignore any negatives.



*delicious*

*amazing*

*special*

*mouth watering*

*spectacular flavours*

# Advertisements

Effective adverts convince you that you must buy the product being advertised in order to **improve your life** ( a hook).

They use words and phrases such as:



It is  
softer,  
gentler,  
kinder  
to your  
hands!



Happier  
More attractive  
Healthier  
Good for you  
More successful  
Thinner  
Less stressed  
Smoother

# Advertisements

Many products have **celebrity endorsements** (a hook).

This is when celebrities say that they use an advertiser's product.

Advertisers want you to imagine yourself using the same product.

This often results in people, who admire the celebrity, buying that product.



# Advertisements



Many effective adverts **contain promises** ( a hook) that make you to feel that you are **unable to live without their product.**

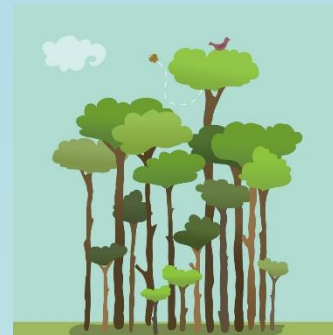




# Advertisements

Effective adverts usually have  
**eye catching and memorable pictures**  
(hooks).

One  
picture  
is  
worth  
a  
thousand  
words!





# Advertisements

Effective adverts may include  
**special offers (hooks).**

Think about this for a moment.  
I will ask two of you to share with the class  
what you believe a special offer is.

Great!

**Special offers** may be:

free products – “buy one get one free”  
vouchers - money off deals  
competitions  
discounts



# Advertisements

Effective adverts often use **rhetorical questions**.

**A rhetorical question is a question that is used for effect. It does not need to be answered.**

When I say “EXPLAIN”, clap twice, then turn to your partner and repeat to each other what you have just learnt.

When I say, “ One, two, looking at you”, you will stop talking to your partner and reply, “One, two, eyes on you”.



# Advertisements

Why would an effective advert use **rhetorical questions**?



The advertisers want to get us thinking about products that we have not actually thought about buying, until the idea was skilfully put into our minds.

# Advertisements

Effective adverts often use

**BOSSY VERBS!**

These verbs tell us what we **need to do** to get the best out of the product being advertised.

They also help to create a **wonderful word picture** of what the product offers.



# Advertisements

## BOSSY VERBS

You have one minute to think about using a **BOSSY VERB** in a sentence to advertise a **theme park**.

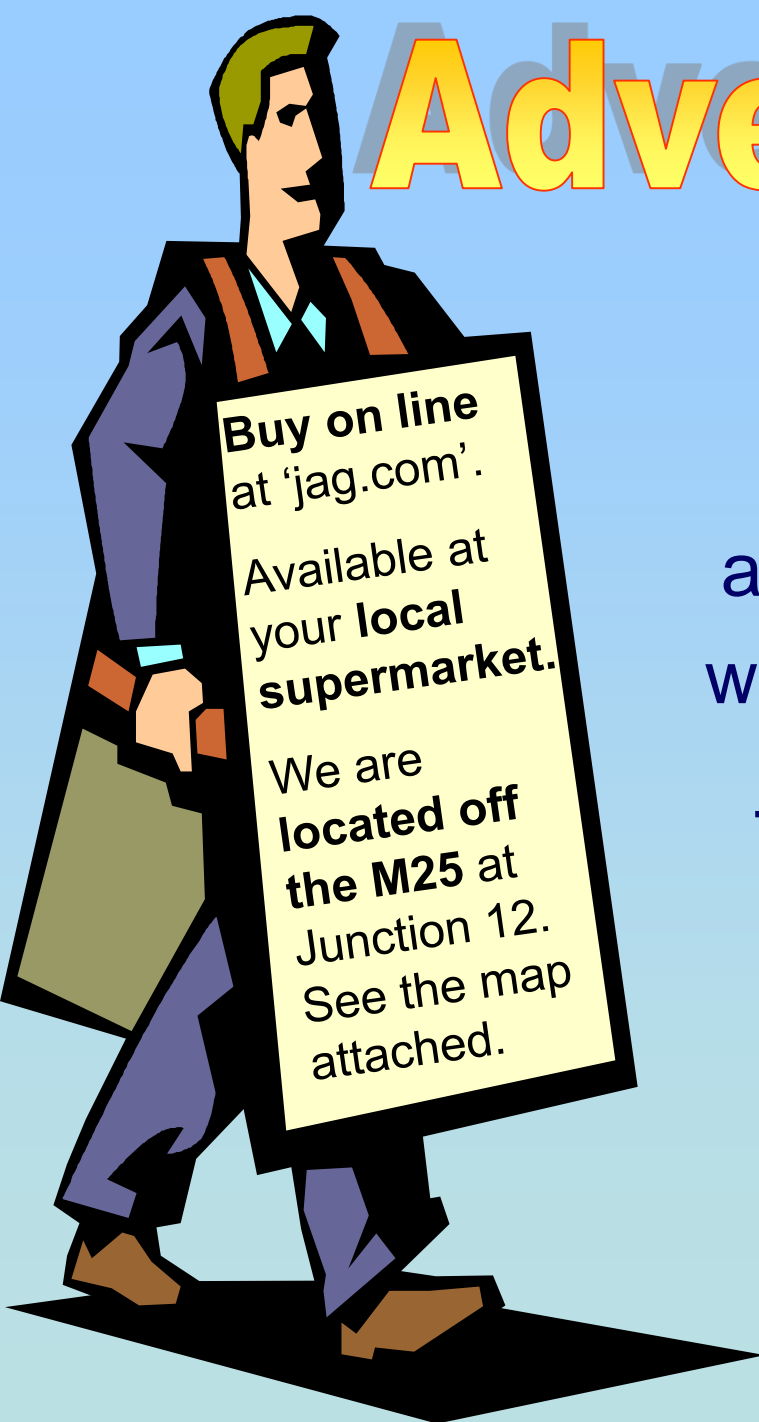


# Advertisements

## Product Information

Successful adverts contain all the **necessary information** about the product and inform you where to **find and buy** the product.

There is no use telling you how wonderful a product is if you do not know **where to find it!**



# Advertisements

Many of the best adverts have  
**a catch phrase.**

A cartoon illustration of a man with green hair, wearing a purple suit and a blue shirt. He is holding a large yellow sign with black text. The sign contains three lines of text: 'It's the real thing.', 'Take a break....', and 'How do you eat yours?'. The man is walking towards the right.

It's the  
real  
thing.

Take a  
break....

How do  
you  
eat  
yours?

Think for a moment and then I will  
ask two of you to share what you  
believe a catch phrase is.

Well done!

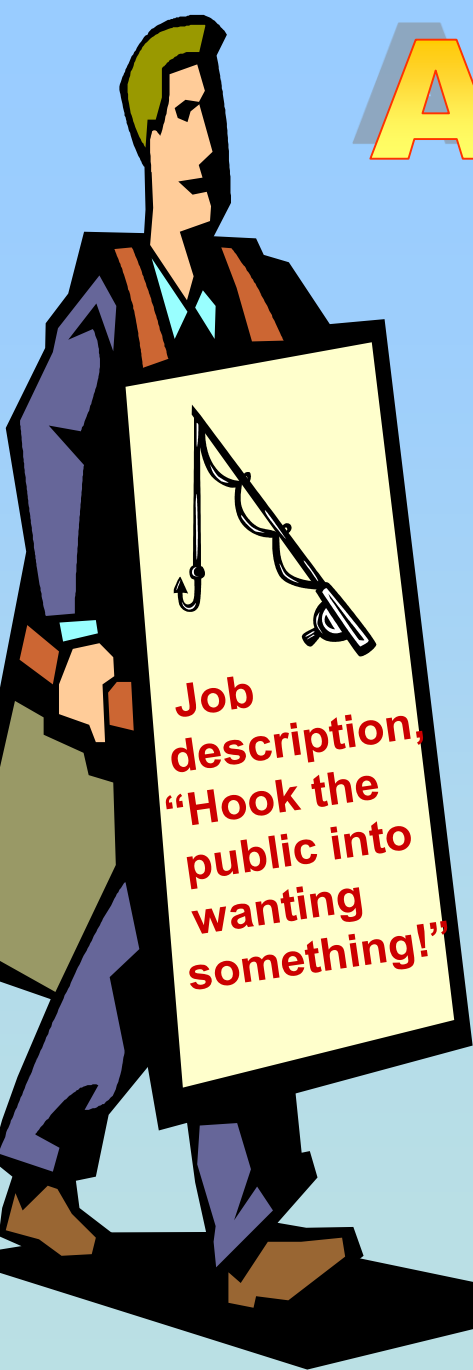
It is a phrase or expression vocally  
repeated to the extent that saying the  
phrase makes you think of the  
product.



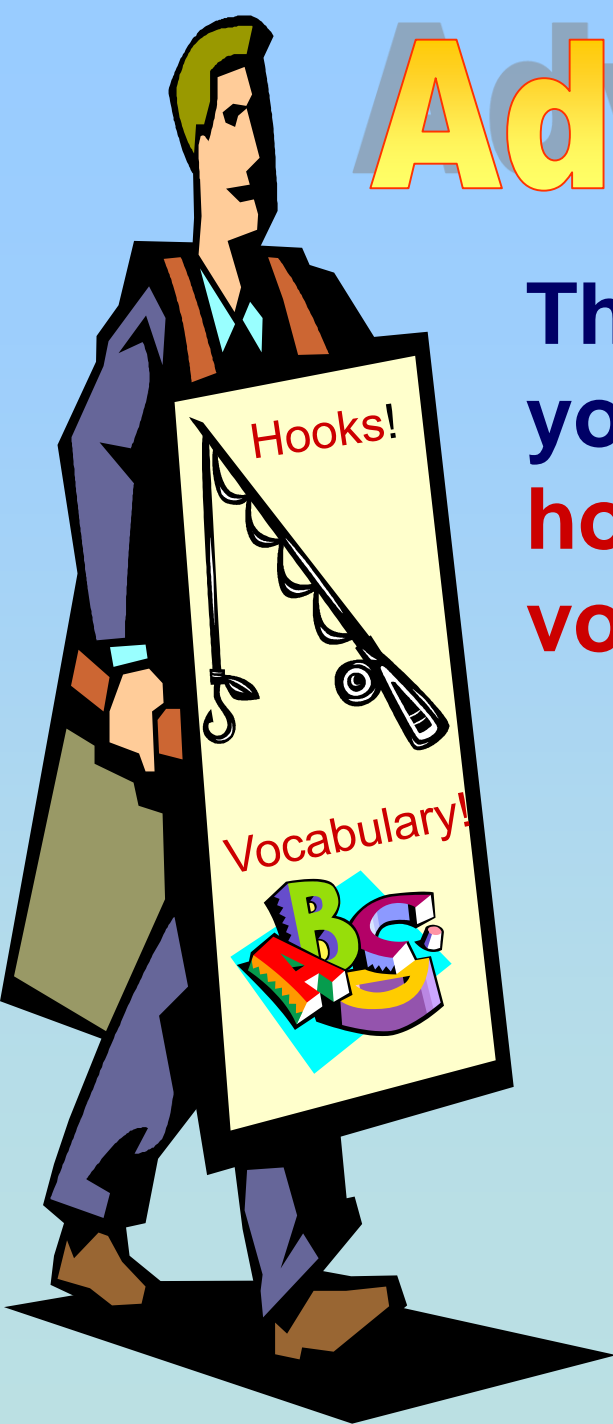
# Advertisements

Effective adverts contain many of the following:

- adverts use positive words, ignoring negatives
- adverts aim to convince you that you need the advertised product
- adverts often contain promises
- adverts have **BOSSY VERBS**
- adverts use rhetorical questions
- adverts use eye catching, memorable pictures
- adverts sometimes have catch phrases
- adverts give product information
- adverts tell where and when the product can be found
- adverts may have a celebrity endorsement
- adverts may make offers e.g. discounts, vouchers and competitions.



# Advertisements



This investigation has taught you that effective adverts need **hooks** and well chosen **vocabulary**.

# Advertisements



Now it is your turn to become an advertising executive!

Design an advertisement for an imaginary product of your choice. Use the examples and planning sheets to help you. Tomorrow you will be creating your advert.

Have fun and attempt to persuade the reader to buy your product using as many tricks of the trade as you can.

**HOOK YOUR CUSTOMERS  
AND  
REEL THEM IN!**