

What we have learnt about good advertisements



- ☐ • adverts often have offers e.g. discounts and competitions
- ☐ • adverts aim to convince you that you need the product
- ☐ • adverts may have a celebrity endorsement
- ☐ • adverts sometimes have catch phrases
- ☐ • adverts contain positive words
- ☐ • adverts often contain promises
- ☐ • adverts have BOSSY VERBS
- ☐ • adverts use rhetorical questions
- ☐ • adverts use eye catching pictures
- ☐ • adverts give product information
- ☐ • adverts tell us where to buy the product



Advertisement plan

	Product Name	