

Toy advert reading checklist

They ask <u>questions</u>	
They use <u>humour</u>	
They appeal to your <u>senses</u> (sight, hearing, touch, taste, smell)	
They use <u>alliteration</u> or a <u>play on words</u>	
They create a memorable <u>slogan</u> or an image	
They make you feel special and <u>imagine yourself using the product</u>	
They give <u>tempting descriptions</u> of the benefits of having the product	
They use exaggerated language full of <u>adjectives</u> and <u>adverbs</u>	
They use <u>celebrities</u> to help advertise the product	
They use <u>competitions</u> to advertise their products	
They list the <u>benefits and good qualities</u> of the product	
They mention <u>comments about the product</u> made by other customers	
They offer good value for money or <u>sale prices</u>	

QUICK FINISHER ACTIVITY

Look at one of your advertisements.

What is it advertising?

Do you think this is a good advert, which is going to get the customers attention?

Explain why you think this:

[illegible]

How do you think this advert could be improved?

[illegible]