

A handkerchief in time



saves nine



and helps to keep the nation fighting fit

**COUGHS and SNEEZES
SPREAD DISEASES**



Poster Adverts to Persuade



Checklist of key features of effective adverts

- **snappy slogans (alliteration)**

e.g. 'Mustard Munch – the snack that kicks back'

- **exaggeration**

e.g. 'the holiday of a lifetime'

- **intriguing questions**

e.g. 'How would you feel if you never needed to tidy your room again?'

- **appealing adjectives**

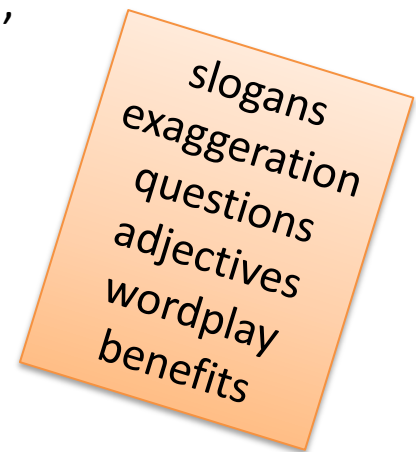
e.g. 'velvety chocolate'

- **wordplay**

e.g. 'Use Tubb's Margarine – it's a spreading habit'.

- **tempting descriptions of benefits**

e.g. 'After just ten minutes in a Mello bubble bath, you'll feel soothed, relaxed and refreshed.'



More Examples

Snappy slogans - "Makes you feel on top of the world!"
" Keeps you up up and away!"

Exaggeration – This is where you make it sound even better. "The quickest 3 course meal in the world " "The coolest / healthiest drink in town"

Questions – Rhetorical questions work well to grab attention.
"Are you bored of...?" " Are you worried about your kids health?"

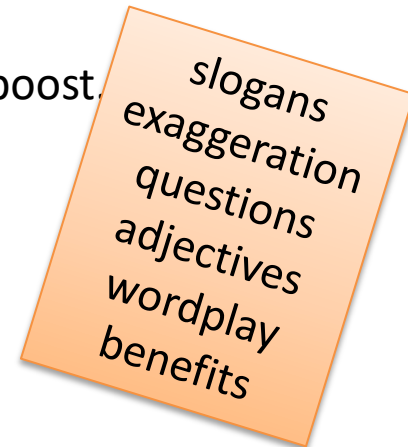
Appealing/strong adjectives - exotic, powerful, smooth, gob-smacking, fresh, fruity, refreshing



Wordplay -

Tempting descriptions of the benefits - Its part of your 5 a day. Energy boost. Keeps you awake and healthy. Its good for you.

Powerful verbs - Destroys thirst. Demolishes tiredness.



Who is your clothes' best friend – and dirt's worst enemy?

SUDZ! It doubles the bubbles.

Gentle SUDZ with mighty foam is guaranteed to leave your dirtiest washing super clean and fragrant fresh.

It's the washing powder that beats the rest into the dirt.

SUDZ – washing powder with attitude!



Before washing with SUDZ

After washing with SUDZ

SUDZ

Intriguing question – to catch reader's attention

Catchy rhyme

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The advertisement features a green and yellow background with white bubbles. At the bottom, there is a cartoon illustration of a purple cloud on the left and a smiling character with a yellow crown on the right. Blue arrows point from callout boxes to various parts of the text.

Tempting description of the benefits of the product

Exaggeration

Appealing adjectives to create an impression

Wordplay

Snappy slogan

Now its over to you.



Before you start this, you need to have decided on and researched your choice of Brazilian landmark. (See 'Other curriculum areas' grid)

This week you will be creating your own poster advert for your chosen Brazilian landmark. To help get you ready for this, have a think about the following:

Appealing/strong adjectives and **Powerful verbs.**

Jot down as many as you can think of to help build a 'wordbank' of ideas to describe your chosen landmark. Remember to identify which are adjectives and which are verbs - *then this counts as your grammar task.*



Create your own advert.

Imagine that you are trying to persuade your reader to visit your chosen Brazilian landmark. Your job is to persuade people that this landmark is the best place to visit. But ... don't just say it's the best or the most amazing. Use strong adjectives and powerful verbs to convince your reader.

So, what are we looking for? There are more features of adverts, shown on pages 2 and 3, that you can use if you would like to but we are definitely looking for the following:

- A snappy slogan
- Appealing/strong adjectives
- Powerful verbs
- Exaggeration
- A rhetorical question





It's publishing time.

Now that you know what you want your advert to say - and how you want to say it - you can create your final piece.

Presentation is vital.

Use colour, illustrations and an interesting layout to grab really grab attention!

**Publish
your
advert**