



Persuasive writing

Here are some key features of adverts. See if you can think of your own examples with each one you read.



Snappy slogan

A slogan is a short, memorable phrase or sentence meant to gain attention and get a specific message across quickly. Can you match the slogan to the product?

It's finger lickin' good
Have a break have a....
Just do it.
I'm lovin' it.



Can you think of any more?

Tempting description

Adverts describe the product in an exciting and engaging way.

Can you match the description to the product?

- Only the crumbliest flakiest chocolate tastes like chocolate never tasted before
- Soft strong and very, very long



Alliteration

Alliteration is where words start with the same sound. Can you spot the alliteration in these adverts?



Why do you think adverts use alliteration?

Rhetorical questions



Adverts often ask the audience questions to draw them in. These often come in groups of 3!

Are you bored of being at home?

Do you want to get out and have some fun?

Are you ready for adventure?

Then come to Chessington World of Adventures!



- How do you eat yours?



Exaggeration

Exaggeration is where you describing something as more than it really is. For example... Cadbury's is described as 'The Nation's Favourite'. Is it definitely the nation's favourite?



Here are some more examples....

To **solve** all your **problems**.

This product will change **your life**.

You **won't find a better** product.

Everyone is buying it!

You will **miss out** in life **without it**.

