

Creating an advert

Creating an advertisement capable of attracting people's attention might seem difficult, but it is simpler if your design is organised following these steps.

1. Writing an advertisement

- a. Write a catchy headline of no more than six or seven words
- b. Think of a slogan that can easily be remembered and associated to the product
- c. Make your advert memorable by avoiding familiar phrases that might remind people of other products
- d. Use a persuasive technique including:
 - common sense: challenging the consumer to think of a good reason why not to buy the product or service
 - humour: making the customer laugh and therefore making yourself more likeable
 - repetition: making the customer remember the product by repeating key elements
- e. Keep your target customer in mind and choose the appropriate tone for your advert. Build a bridge between your consumers' desires and the product
- f. Make sure that all the relevant information is included in the body copy and in the call-to-action
- g. Decide where and when to advertise.

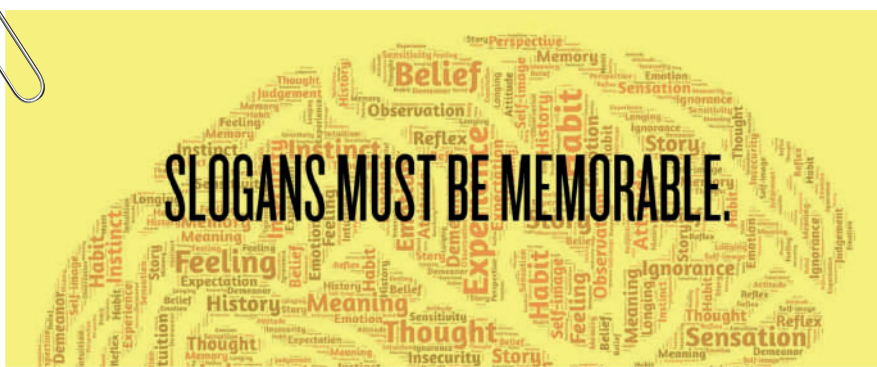
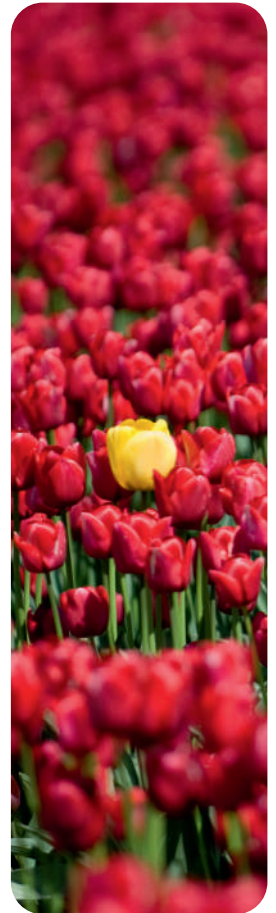
2. Designing an advertisement

- a. Choose a memorable image, simple but unexpected
- b. Distinguish yourself from your top competitors. Use your ad to highlight the benefits of your product or service
- c. If your logo and brand name are easily recognisable, use this to your advantage
- d. Choose the appropriate software to put all the elements together.

The language of slogans

Here are some tips for writing good slogans:

- appeal to the reader by using the 2nd person (*you, your, yours*)
- use verbs in the imperative form to call the customer to action, or the modal *will* to describe the benefits of the product or service
- do not use verbs in the negative form
- include adjectives stressing the novelty and qualities of the product such as *new, magic, revolutionary, exclusive, smart, incredible, sensational, perfect*, etc.
- Include adjectives in the comparative and superlative form (e.g. *the best, the newest*)
- use puns (i.e. the clever or humorous use of a word that has more than one meaning, or words that have different meanings but sound the same) or proverbs



- use different spellings or foreign words
- use poetical devices such as alliteration, repetition, assonance, metaphors and similes
- include new words created by adapting existing words.

1 Match these poetical devices with their definitions.

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|-----------------|----------|---|
| 1. alliteration | a. | a word or phrase to describe something or someone else in a way that is different from its normal use, in order to show that the two things have the same qualities and to make the description more powerful (e.g. your house is a castle) |
| 2. assonance | b. | a word or phrase that compares something to something else (e.g. your skin will be soft like a rose) |
| 3. metaphor | c. | a word that has the same sound or ends the same sound as another word (e.g. relationship based on friendship) |
| 4. repetition | d. | the effect created when two syllables in words that are close together have the same vowel sound, but different consonants, or the same consonants but different vowels (e.g. hair and pair, light and late) |
| 5. rhyme | e. | the fact of saying the same thing many times |
| 6. simile | f. | the use of the same letter or sound at the beginning of words that are close together (e.g. sing a song of sixpence) |

2 Identify the strategy used in these slogans and search the Internet to find out the product they advertise.

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| 1. Do you Yahoo? | 6. We are the low-fare airline. |
| 2. Red Bull gives you wings. | 7. When your package absolutely, positively has to get there overnight. |
| 3. Intel Inside. | 8. You get rid of dandruff. |
| 4. Dirty mouth? Clean it with Orbit chewing gum. | |
| 5. Melts in your mouth, not in your hand. | |

3 Identify the strategies and devices of the slogans in these adverts. Then, choose two and write an alternative slogan.

