## **Creating an advert**

reating 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 callto-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 2<sup>nd</sup> 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.





Ē	1	Match these r	natio	al de	wices with their definitions			
	1.	<ul> <li>Match these poetical devices with their definitions.</li> <li>alliteration () a. A word or phrase to describe something or someone else in a way that is</li> </ul>						
HE	J		$\bigcirc$	GI	different from its normal use, in order to show that the two things have the same			
	2.	assonance		b.	•	tion more powerful (e.g. your house is a castle) s something to something else (e.g. your skin		
	З.	metaphor	$\square$	C	will be soft like a rose)	NUNC	l or ends the same sound as another word	
		ſ		υ.	(e.g. relationship based on fr	dship)		
	4.	repetition	$\bigcirc$	d.	The effect created when two syllables in words that are close together hav the same vowel sound, but different consonants, or the same consonants			
	5.	rhyme	$\bigcirc$	-	different vowels (e.g. hair and	d pa	air, light and late)	
		-		e. f.	The fact of saying the same The use of the same letter o		und at the beginning of words that are close	
	6.	simile			together (e.g. sing a song of	sixp	pence)	
	2	Identify the strategy used in these slogans and search the Internet to find out the product they advertise.						
	1. 2.	Do you Yahoo Red Bull gives		wina	9		We are the low-fare airline. When your package absolutely, positively has to	
	З.	Intel Inside.	-	-		-	get there overnight.	
	4. 5.				th Orbit chewing gum. t in your hand.	8.	You get rid of dandruff.	
	Identify the strategies and devices of the slogans in these adverts. Then, choose two and write an alternative slogan.							
PUT A TIGER IN YOUR TANK!								
							Comments and the second	
REW FOWER-FORMULA LAKO EXTRA ALGOLINE BOOSTS FOWER TIMEE WITE:							8	
A Constant of the second secon							NIKE	
Image: Wordsfore Power to you         Image: Wordsfore Power to you </th <th></th>								
							JUST DO II.	
							WORLD'S 7	
							Energizo	
L	- `	PARIS			One is never	eno	ugh	