

## **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.

## **■** 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.

## **■** 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.





| 1 Match these p  | oetical devices with their de  | finitions.   |
|--|--|--|
| <ol> <li>alliteration</li> <li>assonance</li> <li>metaphor</li> <li>repetition</li> <li>rhyme</li> <li>simile</li> </ol>   | a. a word or phrase to different from its no the same qualities a house is a castle) b. a word or phrase the skin will be soft like c. a word that has the (e.g. relationship base) d. the effect created we have the same vowe consonants but different from the fact of saying the | describe something or someone else in a way that is rmal use, in order to show that the two things have nd to make the description more powerful (e.g. your at compares something to something else (e.g. your a rose) same sound or ends the same sound as another word |
|  |  | sing a song of sixpence)   |
| 2 S Identify t they advertise.   | he strategy used in these slog   | gans and search the Internet to find out the product   |
| 1. Do you Yahoo?   |  | 5. Melts in your mouth, not in your hand.  |
| 2. Red Bull gives y  | ou wings.  | <b>6.</b> We are the low-fare airline.   |
| <b>3.</b> Intel Inside.  |  | 7. When your package absolutely, positively has  |
| <b>4.</b> Dirty mouth? Clean it with Orbit chewing   |  | to get there overnight.  |
| gum.   |  | 8. You get rid of dandruff.  |
| PUT A TIGER IN YOUR TANK  1  HEN POWER-ROMAILLE BLOG ENTIN GASOLINE BOOSTS POWER TIMES WITH THE PARTY AND THE PART | Probably the best  | ative slogan.  |
| Vodafone Power to you  4  Because you're worth it. PARIS   |  | JUST DO IT.  WORLD'S LONGEST 7   |