
Today we are going to investigate ….
What makes an effective advertisement?

Advertisements



When I say the word “EXPLAIN”, I would like you to clap your hands two times and turn to your partner. Next, you should tell each other why you think we have advertisements.

You will only have two minutes.

When I say, “ One, two, looking at you”, you will stop talking to your partner and reply,

“One, two, eyes on you”.

Now you should all be paying attention and we may continue.



Advertisements

Let's listen to some of your ideas.

I think we can agree that the main reason for advertising is to

persuade

the public to

buy

a certain product.



Advertisements

Persuading and convincing someone to buy something is not as easy as it sounds.

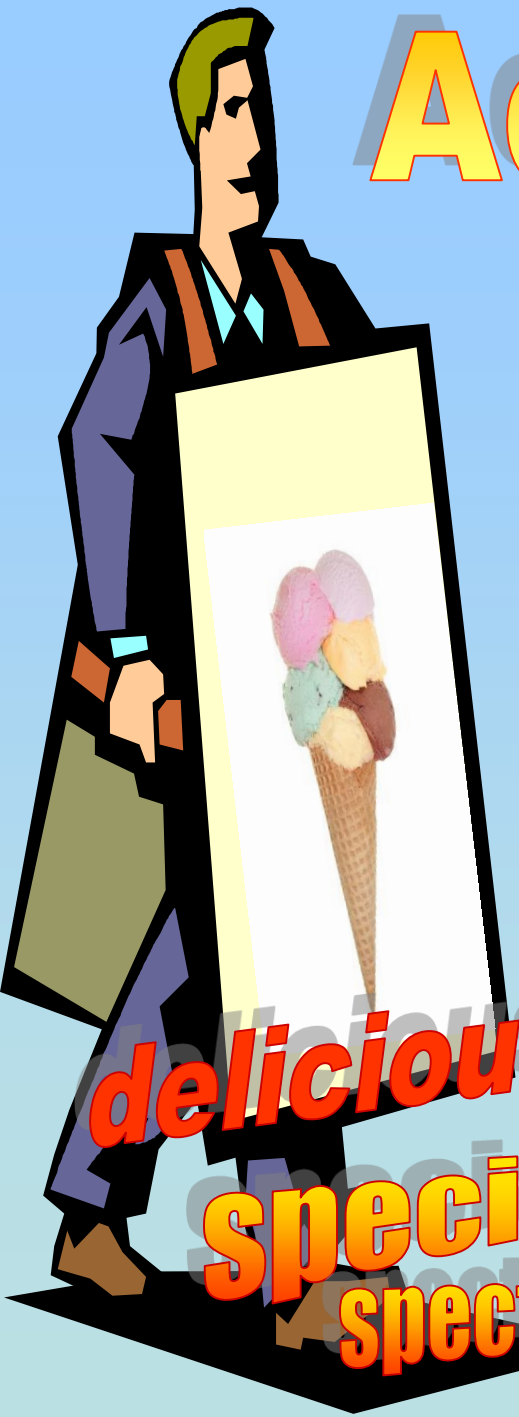
To produce an effective advert you have to have

a hook

and choose your vocabulary

carefully.

Advertisements



Effective adverts use **positive words** (a hook) that **stand out** and give the reader a **good feeling** about the product. They ignore any negatives.

When I say "EXPLAIN", clap two times, turn to your partner and give each other two positive words, or phrases, about the ice cream pictured on the man's advert board.

When I say, " One, two, looking at you", you will stop talking to your partner and reply, "One, two, eyes on you".

delicious

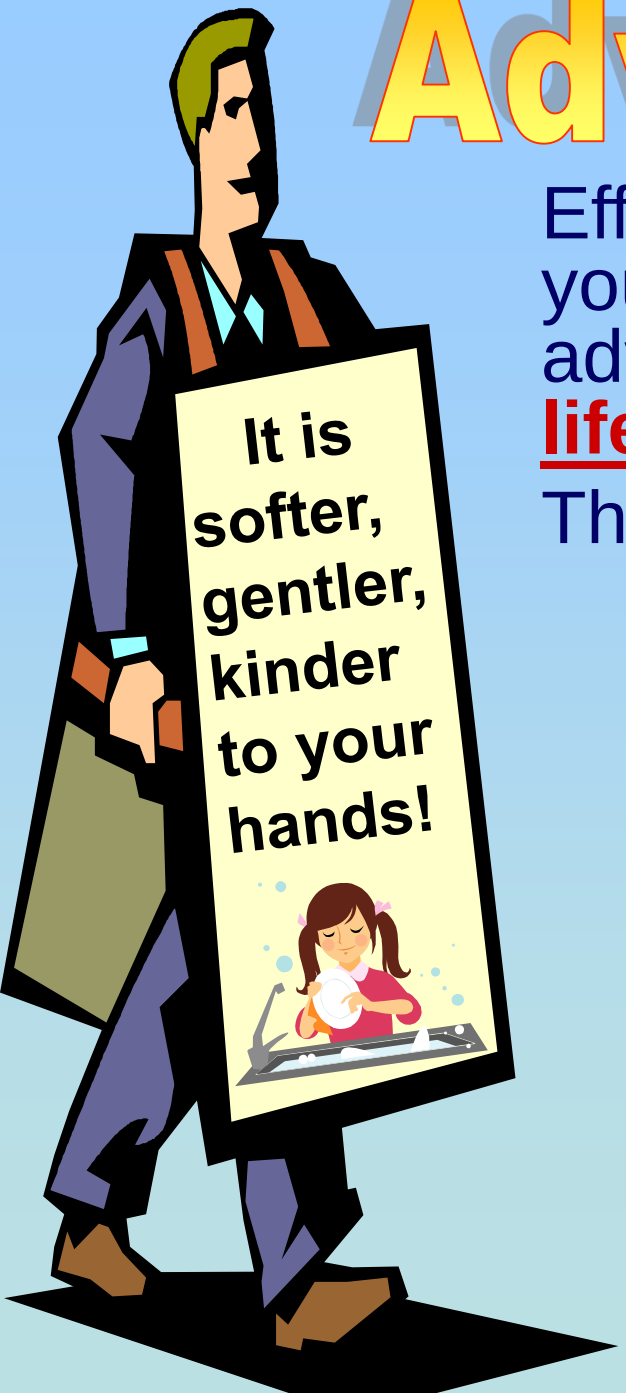
special

spectacular flavours

mouth watering

amazing

Advertisements



Effective adverts convince you that you must buy the product being advertised in order to **improve your life** (a hook).

They use words and phrases such as:

Happier
More attractive
Healthier
Good for you
More successful
Thinner
Less stressed
Smoother

Advertisements



Many products have **celebrity endorsements** (a hook).

Think about this for a moment and then I will ask two of you to share what you think a celebrity endorsement is.

Well done! It is when celebrities say that they use an advertiser's product. Advertisers want you to imagine yourself using the same product.

This often results in people, who admire the celebrity, buying that product.

Advertisements



Many effective adverts **contain promises** (a hook) that make you to feel that you are **unable to live without their product**.



When I say “EXPLAIN”, clap 2 times and turn to your partner. Next, tell each other **which words on the advert board make you feel that you need to own the bike being advertised?**

When I say, “ One, two, looking at you”, you will stop talking to your partner and reply, “One, two, eyes on you”.

Advertisements

Effective adverts usually have

eye catching and memorable pictures (hooks).

















Advertisements



Effective adverts may include special offers (hooks).

Think about this for a moment.

I will ask two of you to share with the class what you believe a special offer is.

Great!

Special offers may be:

free products – “buy one get one free”

vouchers - money off deals

competitions

discounts

Advertisements



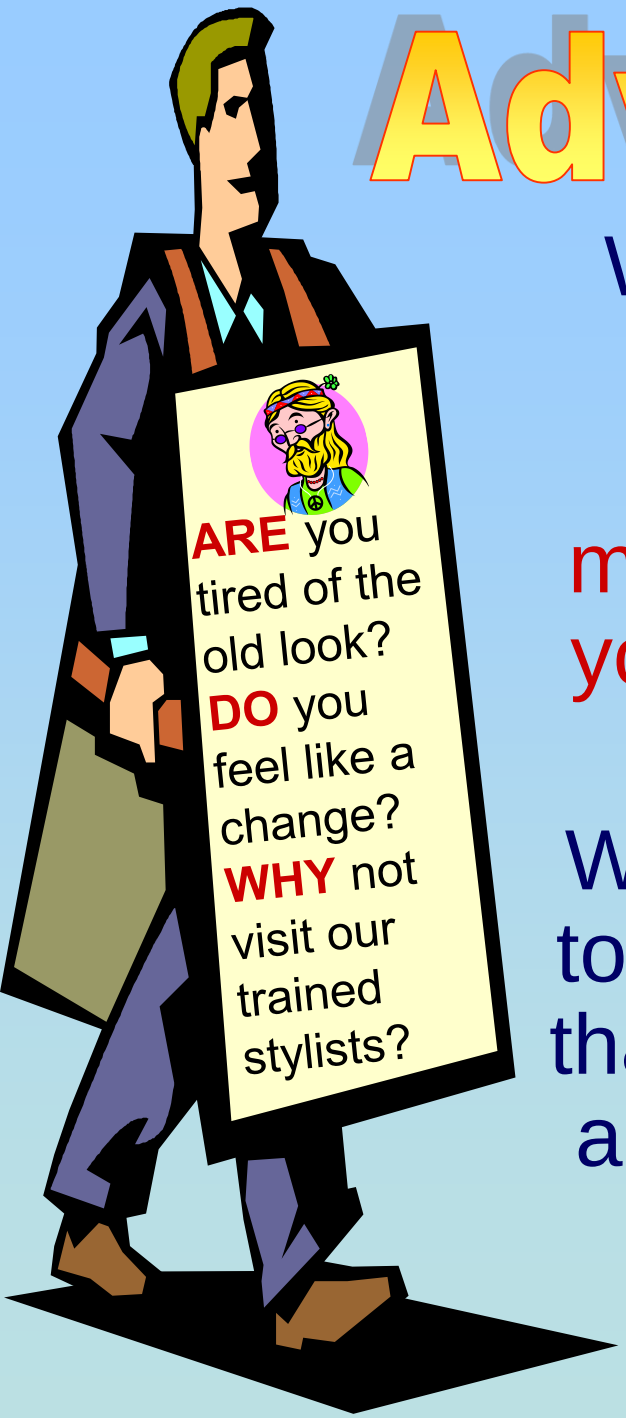
Effective adverts often use **rhetorical questions.**

A rhetorical question is a question that is used for effect. It does not need to be answered.

When I say “EXPLAIN”, clap twice, then turn to your partner and repeat to each other what you have just learnt.

When I say, “ One, two, looking at you”, you will stop talking to your partner and reply, “One, two, eyes on you”.

Advertisements



Why would an effective advert use **rhetorical questions?**

Think about the answer for a minute and then I will ask two of you to share your ideas with the class.

Well done! The advertisers want to get us thinking about products that we have not actually thought about buying, until the idea was skilfully put into our minds.

Advertisements



Effective adverts often use

BOSSY VERBS!

These verbs tell us what we **need to do** to get the best out of the product being advertised.

They also help to create a **wonderful word picture** of what the product offers.

Advertisements



BOSSY VERBS

You have one minute to think about using a **BOSSY VERB** in a sentence to advertise a **theme park.**

When I say “EXPLAIN”, clap twice, turn to your partner and tell each other your sentences.

When I say, “ One, two, looking at you”, you will stop talking to your partner and reply, “One, two, eyes on you”.

Advertisements

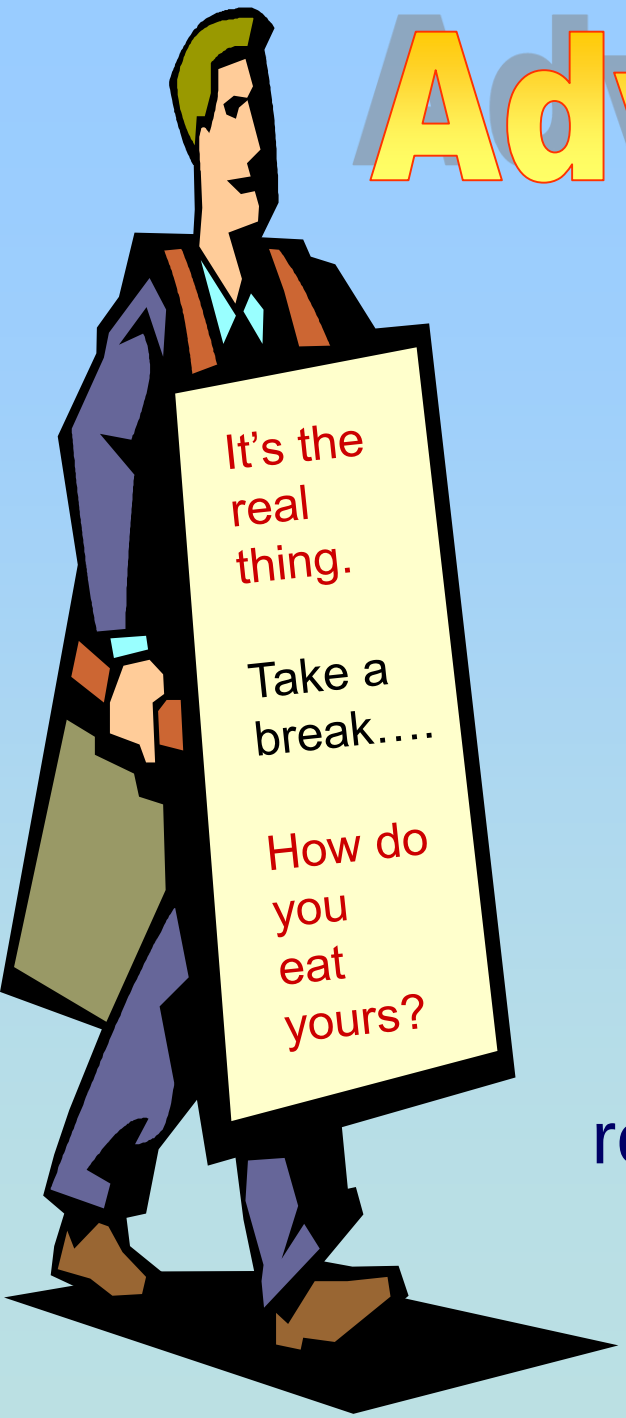


Product Information

Successful adverts contain all the necessary information about the product and inform you where to find and buy the product.

There is no use telling you how wonderful a product is if you do not know **where to find it!**

Advertisements



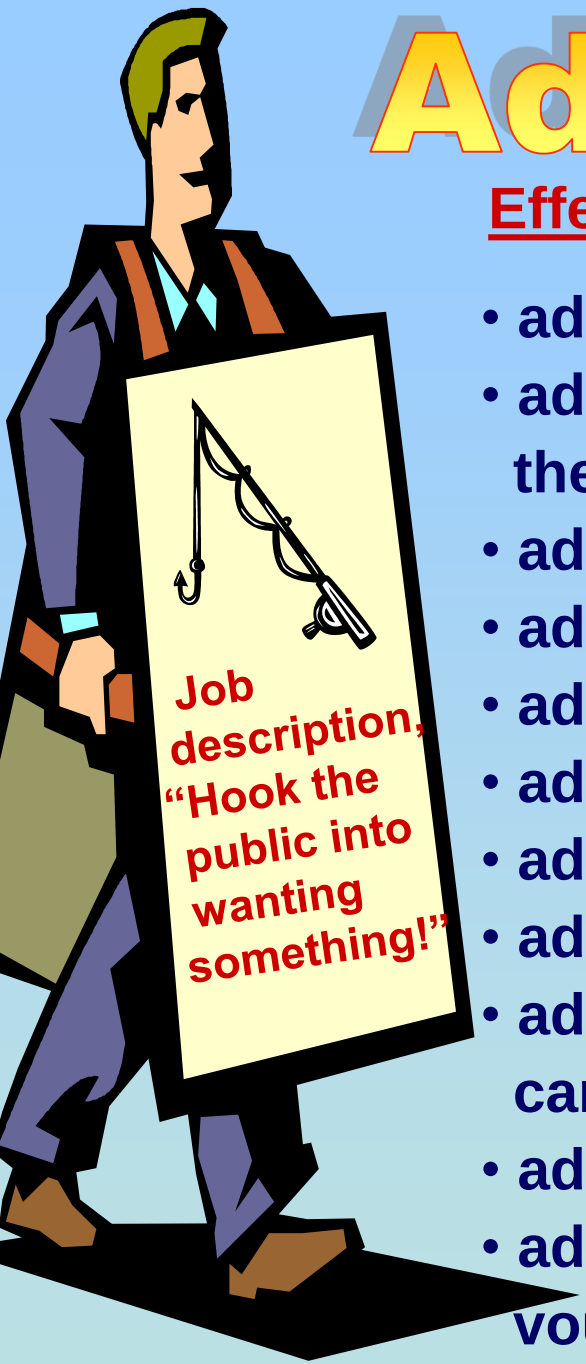
Many of the best adverts have

a catch phrase.

Think for a moment and then I will ask two of you to share what you believe a catch phrase is.

Well done!

It is a phrase or expression vocally repeated to the extent that saying the phrase makes you think of the product.

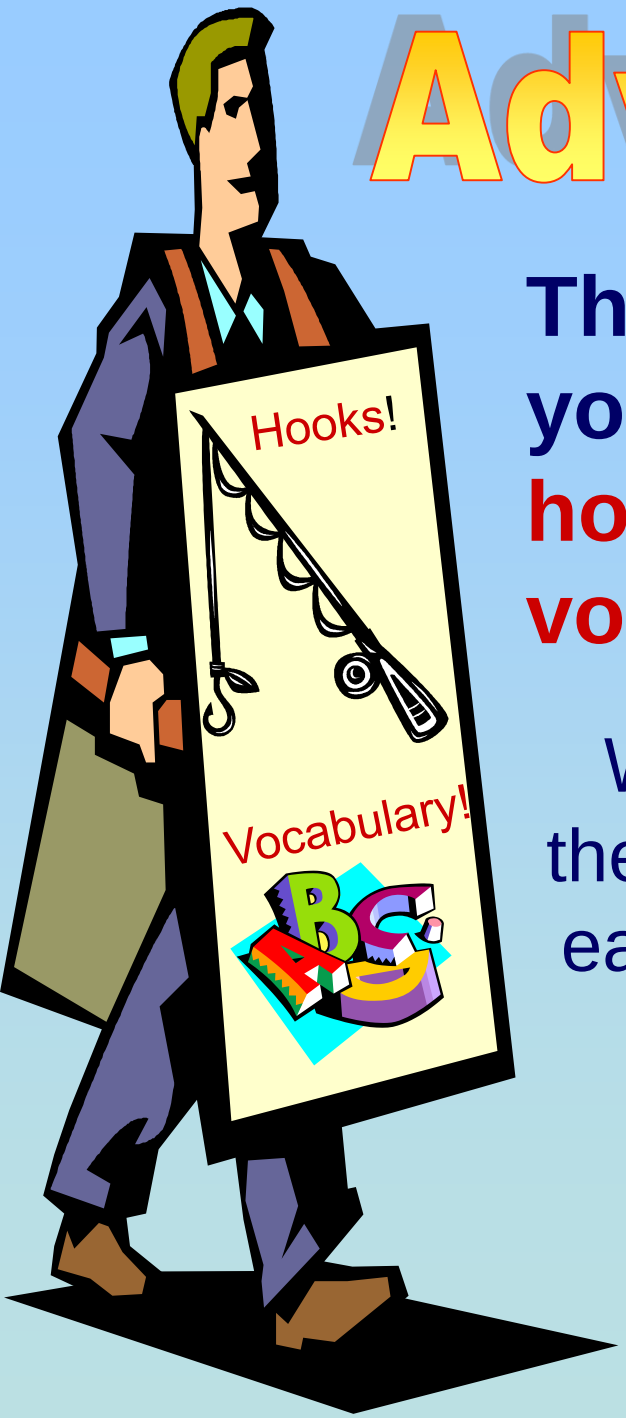


Advertisements

Effective adverts contain many of the following:

- adverts use positive words, ignoring negatives
- adverts aim to convince you that you need the advertised product
- adverts often contain promises
- adverts have BOSSY VERBS
- adverts use rhetorical questions
- adverts use eye catching, memorable pictures
- adverts sometimes have catch phrases
- adverts give product information
- adverts tell where and when the product can be found
- adverts may have a celebrity endorsement
- adverts may make offers e.g. discounts, vouchers and competitions.

Advertisements



This investigation has taught you that effective adverts need hooks and well chosen vocabulary.

When I say “EXPLAIN”, clap twice, then turn to your partner and repeat to each other what the investigation has taught you.

When I say, “ One, two, looking at you”, you will stop talking to your partner and reply, “One, two, eyes on you”.

Advertisements



Now it is your turn to become an advertising executive!

Design an advertisement for an imaginary product of your choice.

Have fun and attempt to persuade the reader to buy your product using as many tricks of the trade as you can.

Do not spend too long on the drawing.

HOOK YOUR CUSTOMERS

AND

REEL THEM IN!