

# Advert Support

## Persuasive Language and Features

- rhetorical questions to hook the buyer in  
e.g. Are you bored of...? Have you ever wanted...? Do you like...?  
How would you feel if...?
- imperative verbs e.g. **Buy** this product today!
- adjectives e.g. the crumbliest, flakiest chocolate  
velvety chocolate
- positive language and opinion (exaggerate how good it is) e.g. This is the best ice cream you will ever taste!  
The healthiest ice cream!  
...tastes like chocolate never tasted before
- well-chosen modal verbs  
e.g. You **could** buy this ice cream = **X**  
You **must** try this new, delicious flavour of ice cream. = ✓
- quotes (positive comments made by other customers)
- introducing your USP (unique selling point) and the benefits  
e.g. ...part of your 5 a day energy boost Taste luxury...  
After just ten minutes in a Mello bubble bath, you'll feel soothed, relaxed and refreshed.

## Language

✓ exclusive	✓ delicious	✓ For this reason...
✓ number one	✓ refreshing	✓ Of course...
✓ offer	✓ cool	
✓ ...now!	✓ sweet	
✓ Look no further!	✓ exotic	
✓ ... is here!	✓ fresh	
	✓ fruity	
	✓ chocolaty	
	✓ creamy	
	✓ delectable	

## Examples of Adverts


**Who is your clothes' best friend – and dirt's worst enemy?**

SUDZ! It doubles the bubbles.

Gentle SUDZ with mighty foam is guaranteed to leave your dirtiest washing super clean and fragrant fresh.

It's the washing powder that beats the rest into the dirt.

**SUDZ – washing powder with attitude!**



Before washing with SUDZ      After washing with SUDZ

# SUDZ

Intriguing question – to catch reader's attention

Catchy rhyme

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Exaggeration

Appealing adjectives to create an impression

Wordplay


Snappy slogan

Tempting description of the benefits of the product




**Would you like a new watch every day?**

After a while even the smartest watch face gets boring. The incredible Picture Watch lets you choose the face you want – and change it as often as you want.



Thousands of gorgeous designs and fantastic pictures to choose from. Order with a simple phone call and within minutes your chosen image appears on your watch. Have a different picture every day of the week!

**Design your own watch – pick your picture.**



**Picture Watch**

Tired of your usual chocolate?

FORGET YOUR USUAL BORING SWEET -  
TRY SLOBBERCHOCKS AND HAVE A TREAT!

The luscious taste of rich  
creamy chocolate at half  
the price of other brands



**SLOBBERCHOCKS**

CHUNKY CHOC FOR THE CHOOSY

Once tasted, never forgotten

# TRICKY TRIKES

They're tops for tots



The mega-safe Tricky Trike means even  
tiny tots can now perform all the  
stunning stunts and clever tricks that  
their older brothers and sisters can - in  
perfect safety.

**TRICKY  
TRIKES**