

**Poster
Adverts to
Persuade**

Contents

Poster Adverts

[Examples of Posters that Sell](#)

[Key Features of Effective Adverts](#)

[Words that Sell](#)

[Amusing Poster Adverts](#)

[Football Boot Adverts Through the Decades](#)

A handkerchief in time



saves nine



and helps to keep the nation fighting fit

COUGHS and **SNEEZES**
SPREAD DISEASES



Adverts to Persuade Posters



Checklist of key features of effective adverts

- **snappy slogans (alliteration)**

e.g. 'Mustard Munch – the snack that kicks back'

- **exaggeration**

e.g. 'the holiday of a lifetime'

- **intriguing questions**

e.g. 'How would you feel if you never needed to tidy your room again?'

- **appealing adjectives**

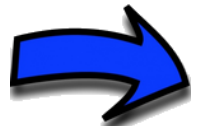
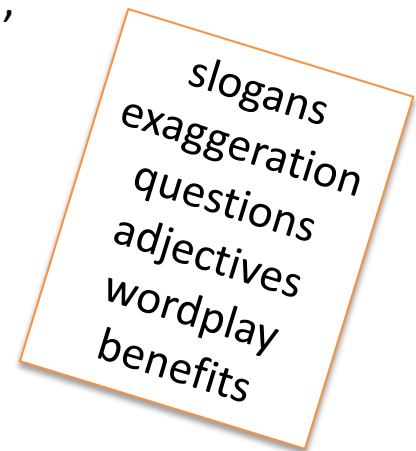
e.g. 'velvety chocolate'

- **wordplay**

e.g. 'Use Tubb's Margarine – it's a spreading habit'.

- **tempting descriptions of benefits**

e.g. 'After just ten minutes in a Mello bubble bath, you'll feel soothed, relaxed and refreshed.'



More Examples

Snappy slogans - "For those too lazy to cook!" "One sip and your in heaven!"
"Makes you feel on top of the world!" " Keeps you up up and away!"

Exaggeration - "The quickest 3 course meal in the world " "The coolest / healthiest drink in town"

Questions - "Are you bored of...?" " Are you worried about your kids health?"

Appealing/strong adjectives - exotic, powerful, smooth, gob-smacking, fresh, fruity, refreshing

Wordplay - " Don't get drowned in a cook book, just drink DinnerWater "

Tempting descriptions of the benefits - Its part of your 5 a day. Energy boost. Keeps you awake and healthy. Its good for you.

Powerful verbs - Destroys thirst. Punches bacteria in the face. Demolishes tiredness. Kills your thirst for several hours.

slogans
exaggeration
questions
adjectives
wordplay
benefits



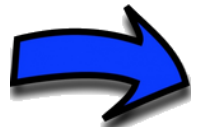
Words that Sell!

wanted
last chance
announcing
magic
challenge
it's here
introducing
improvement
compare
just arrived
sensational
amazing
bargain

free
remarkable
offer
hurry
new
revolutionary
quick
suddenly
startling
easy
the truth about
now
miracle



Amusing Adverts to Persuade Posters



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.

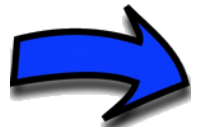
SUDZ – washing powder with attitude!



Before washing with SUDZ

After washing with SUDZ

SUDZ



Intriguing question – to catch reader's attention

Catchy rhyme

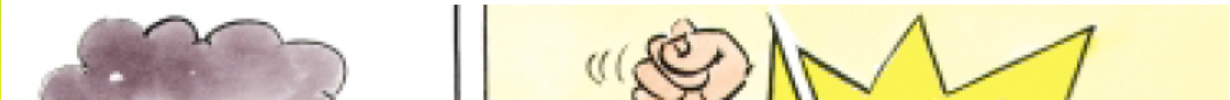
Who is your clothes' best friend – and dirt's worst enemy?

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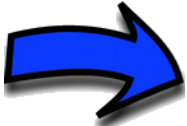
Tempting description of the benefits of the product

Exaggeration

Appealing adjectives to create an impression

Wordplay

Snappy slogan



Tired of your usual chocolate?

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

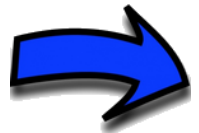
**The luscious taste of rich
creamy chocolate at half
the price of other brands**



SLOBBERCHOCKS

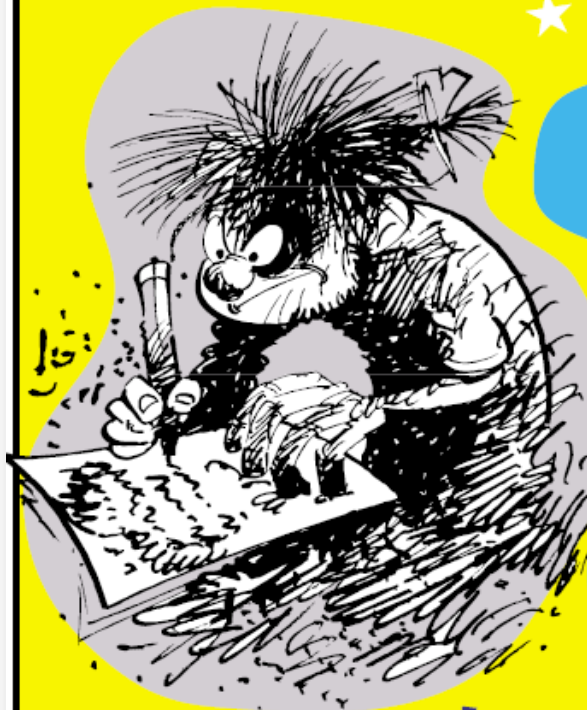
CHUNKY CHOC FOR THE CHOOSY

Once tasted, never forgotten



The simple solution to **BIG** mistakes

An amazing new invention that will change your life.
Just wipe the Erasero pen back over any mistake
and it disappears like magic!



Erasero Pens *it's magic*



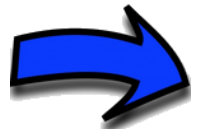
TRICKY TRIKES

They're tops for tots



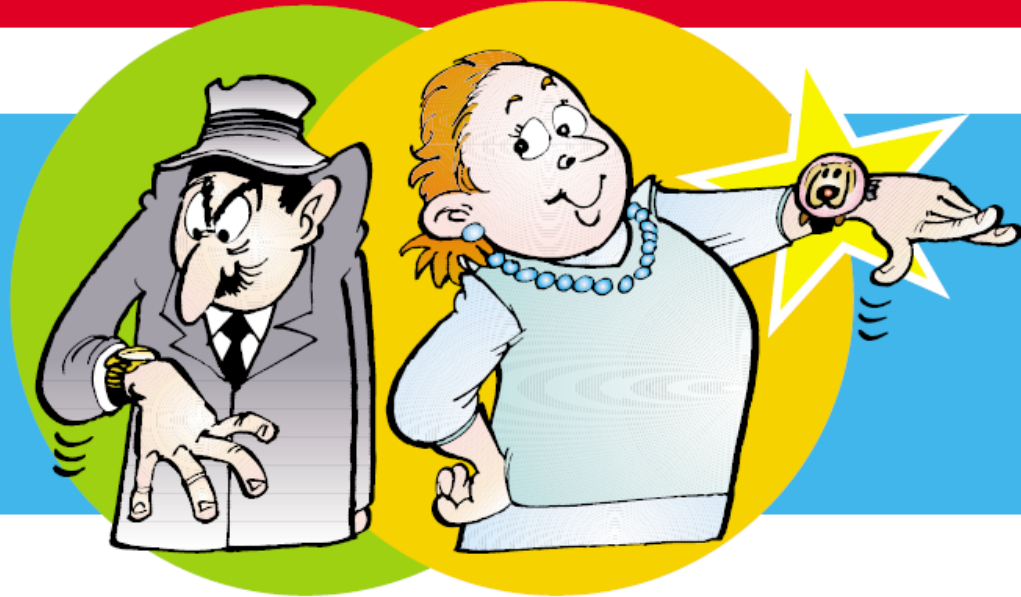
The mega-safe Tricky Trike means even tiny tots can now perform all the stunning stunts and clever tricks that their older brothers and sisters can – in perfect safety.

**TRICKY
TRIKES**



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



DANGER!

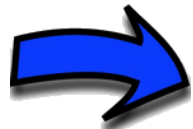
VIP

VIP will make everything taste delicious,
so be careful what you put it on!



**Keep VIP away from
anything that isn't food!**

VIP - the promise of better meals to come



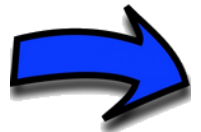
Football Boot Poster Adverts Through the Decades

adidas
made world
famous by the world cup

Over 76% of players in the last sixteen teams of the World Cup 1966 wore Adidas
AD 1640 NEW SANTIAGO
Youths': 3i-5i—£4 15 3
Men's: 6-11—£5 6 9

adidas The original shoe with 3 stripes

Umbro Sole U.K. Distributors:
Humphreys Bros. Ltd.,
Umbro House,
Wimslow, Cheshire.



The Revolutionary

Manfield-Hotspur CONTINENTAL

A FOOTBALL BOOT that has the l-i-g-h-t-n-e-s-s and the flexibility of the boots worn by the successful Continental footballers—with all these news-making features:—

1. Light pliable upper giving a glove-like fit. Stitched with Terylene thread for additional strength.
2. Special shaped toe for accurate kicking and ball control.
3. Lightweight flexible sole to provide maximum ease of movement.
4. Guide to prevent lace over-riding top of boot.

5. Padded tongue to take pressure of lacing.
6. Low-cut back to allow free ankle movement.

The MANFIELD-HOTSPUR CONTINENTAL represents a revolution in the technique of football-boot construction and weighs 6 to 7 ozs. lighter than earlier types. Gone is the heavy clumsiness of the traditional boot. Here we have lightness, flexibility, and a freedom of movement which gives to a player both speed and mobility, together with complete control of the ball. This is the boot designed to win.



Price 65/-. Obtainable from Manfield branches and sports dealers throughout the country. Together with the famous Manfield-Hotspur, Manfield-Hotspur Lightweight, Manfield Villan.

MADE BY MANFIELD AND SONS LIMITED, NORTHAMPTON



PROUDLY PRESENT


PANTHER FOOTBALL BOOTS

**THE FEATHERWEIGHT CHAMPION
OF THE WORLD**

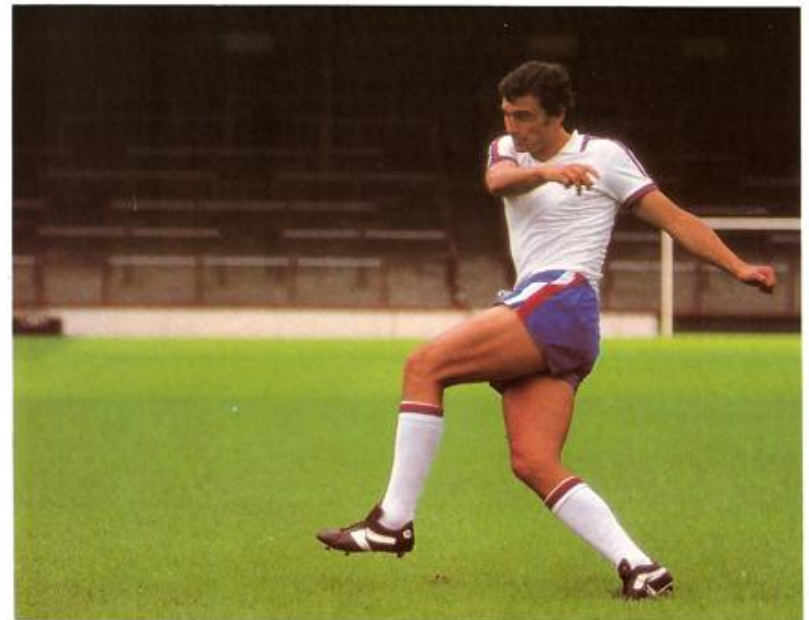
SUPREMELY LIGHTWEIGHT—SUPREMELY HARDWEARING



“CONCRETE”
 FOOTBALL BOOTS



FOR
RUGBY & ASSOCIATION
 WEAR.



Who'll be running 'round Wembley with Trevor Brooking?

When Trevor Brooking steps out on the famous turf this afternoon he'll be stepping out in Dunlop.

Trevor has found that Dunlop Football Boots offer him the kind of style, protection, comfort and professional standards that only come from years of research and experience.

In fact all the qualities a superstar demands from a football boot.

And, after all, doesn't one Superstar deserve another.

DUNLOP FOOTWEAR

Dunlop Superstars® Football Boots. From £4.99 to £13.99. Dunlop Footwear Ltd., Walton, Liverpool L9 1DH. A subsidiary of Dunlop Holdings Ltd.® Registered Trade Mark.



JOHNNY HAYNES (FULHAM & ENGLAND)

FOOTBALL BOOT



Buy a pair of the new Johnny Haynes football boots and see for yourself the extra comfort and ball control that these light weight models embody.

AVAILABLE AT YOUR LOCAL SPORTS SHOP OR WRITE DIRECT TO THE MANUFACTURERS



W. BOTTERILL & SONS LTD.
BOZEAT · NORTHAMPTONSHIRE · ENGLAND
TELEPHONE: BOZEAT 200.

the worlds finest sport shoe

adidas

The development of adidas is a feat unrivalled in the annals of the sport shoe industry. A small factory with some 50 workers in 1948, it is now the world's biggest manufacturer of soccer shoes and sport shoes with a staff of more than 600 craftsmen.



obtainable from all leading sports outfitters
sole distributors in the United Kingdom.



in case of difficulty write to
HUMPHREYS BROS. LTD.
P.O. BOX 5,
WILMSLOW, CHESHIRE
for full colour catalogue.

MADE IN WESTERN GERMANY

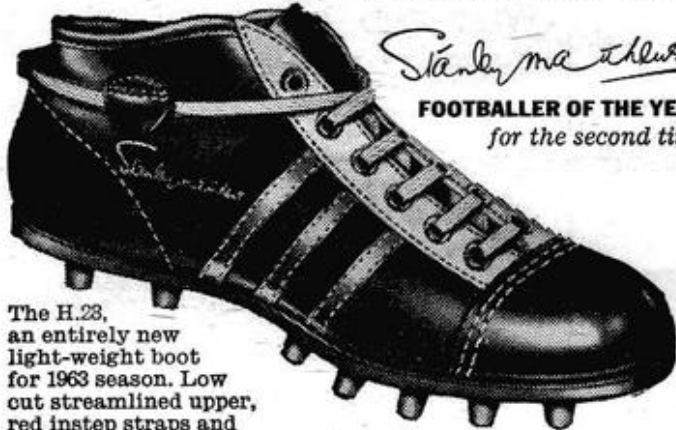


You're 'on the ball'

**in Stanley Matthews
Football Boots**



Light, stream-lined and flexible, these modern football boots feature the latest refinements recommended by Stan himself to help soccer enthusiasts.



Stanley Matthews
FOOTBALLER OF THE YEAR
for the second time

The H.23, an entirely new light-weight boot for 1963 season. Low cut streamlined upper, red instep straps and vulcanised sole with seventeen non-slip moulded-on studs; and smart white lacings and facings
Men's sizes, 6 to 11, **43/11**

H.18, Boys' sizes, 2 to 5, **33/11**

**STANLEY
MATTHEWS**

Football Boots

Cheaper models if desired. Prices from 24/11 (Boys') and 32/11 (Men's)

**Come
Co-operative
Shopping**

**TROWBRIDGE
CO-OPERATIVE INDUSTRIAL & PROVIDENT SOCIETY. LTD.**



**A WORLD
BEATER
FROM TOP
TO TOE**

Chosen and used by both 1963 Cup Final teams, adidas — the most demanded soccer shoes in the world. **ADIDAS '2000' NEW!** The lightest and finest screw-in stud shoe yet produced by adidas. All the famous adidas built-in features.



- * Patented heel cap
- * New Achilles heel padding
- * New upper padding to firmly protect the ankle
- * Patented studs and flexible nylon relief-sole
- * Three stripes surround and lift the arch — provide excellent support
- * Form-fitting padded tongue

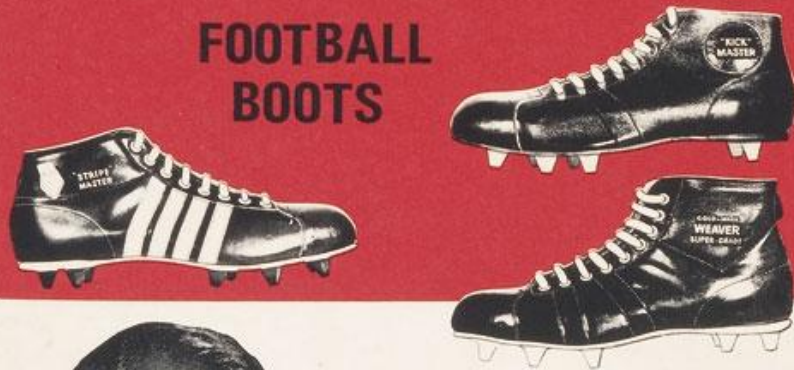
adidas THE ORIGINAL FAMOUS 3-STRIPES SHOE

Sole U.K. Distributors
Humphreys Bros. Ltd.
Wilmalaw, Cheshire



**“STRIPEMASTER”
“GOLD MARK”
“WHITE FLASH”
“KICKMASTER”**

**FOOTBALL
BOOTS**



Worn and recommended by
DOUG WADE
GEELONG'S CHAMPION
FULL FORWARD:
VICTORIAN STATE
& CARNIVAL PLAYER

A QUALITY WEAVERSHOE PRODUCT

- SPECIAL NYLON SOLES & STUDS
- FULL PADDED UPPERS
- CUSHION FOAM INSOLES

Pelé is the world's greatest footballer. He's also the world's most comfortable footballer. The reason? He gets Barratts to make his boots. You can own these very same boots for just £6·19·6. Get yourself a pair today.



Pelé
FOOTBALL BOOTS
BY Barratts
OF NORTHAMPTON
£6·19·6
RECOMMENDED RETAIL PRICE

There are also two styles with moulded soles: one for boys, one for men. Recommended retail prices are 49'11 and 99'11 respectively.

Available from all sports retailers



*Matthews makes
soccer boot history!*



Stanley Matthews, most brilliant soccer star of the age, has helped the C.W.S. design a football boot that will cause a sensation in British football circles. A football boot that's lighter, more flexible



you can bend it DOUBLE

than any other you've seen. Stanley Matthews himself and many other first-class players wear these modern, speed-making football boots. They will improve your game.



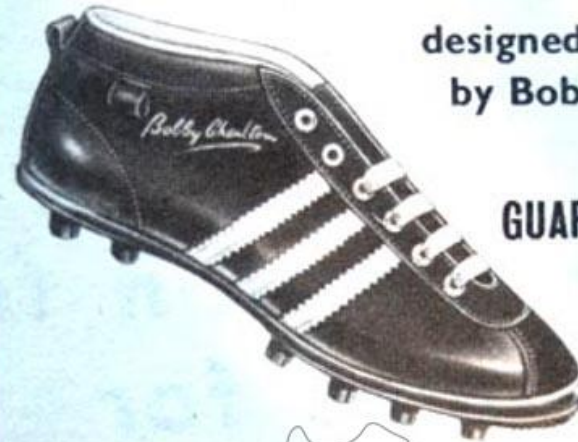
**STANLEY MATTHEWS
FOOTBALL BOOTS**



at your Co-operative Store

Bobby Charlton Football Boots

designed and worn
by Bobby himself



GUARANTEED for
one season!



OUTSTANDING VALUE!

Boot No. BC8—'Bobby Charlton' "Popular" smooth black leather upper, padded tongue, sock and collar. Black multi-stud moulded rubber sole with toe lip (as illustrated).

Youth's full sizes 2 to 5 41/- post free.
Men's half sizes 6 to 11 52/- post free.

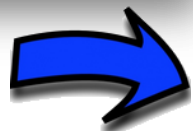
Boot No. BC9 'Bobby Charlton' "Brazilia" smooth black leather upper, padded tongue, sock and collar. Eye catching red moulded multi-stud sole with toe lip.

Men's 6 to 11 and half sizes 62/- post free.
U.K. prices only. 10/- extra Overseas to cover postage.

Send cash with order today!



Atlas Warehouses Ltd.,
Dept. FM/64
12 Vivian Rd, Wellingborough, Northants



JUST DO IT.



Nike Elite Tiempo King

NEW

£ 119.99



Carlos Tevez Recommends!

Nike elite Tiempo Kings
For The Perfect First
Touch.

CRISTIANO RONALDO

MERCURIAL

VAPOR SUPERFLY

- / Flywire technology
- / Adaptive studs
- / Toe-off traction
- / Directionally positioned blades
- / Dual density and cored stud system
- / Carbon fiber chassis
- / 3 layer mesh synthetic leather upper
- / Red Plum color

SOCCER BOOTS

cristianoronaldofan.net



Cristiano Ronaldo Fan Site



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