

# What we have learnt about good advertisements

- adverts often have offers e.g. discounts and competitions
- adverts aim to convince you that you need the product
- adverts may have a celebrity endorsement
- adverts sometimes have catch phrases
- adverts contain positive words
- adverts often contain promises
- adverts have BOSSY VERBS
- adverts use rhetorical questions
- adverts use eye catching pictures
- adverts give product information
- adverts tell us where to buy the product



## Advertisement plan

	Product Name	