

Persuasive Writing in Advertisements



How does persuasive writing help to sell a product or service?

It helps to aim the advert at a particular **type of customer**.

It sends a **positive message** about the product or service.

It makes it appeal to the reader's **personality**.

Its purpose is to **sell** to people.



Happier

Better looking

More intelligent

Successful

What types of things should an advert make the reader believe that they will be, if they use the product?

Cool

Healthier

More comfortable

Less stressed

Fashionable

Unique and special

Appealing Language

Here are a few examples of some terms used in adverts:

Healthier

Free

Exclusive

New Improved

Number One!

Special Offer

Can you think of more?

What types of things do adverts promise you?

To **solve** all your **problems**.

This product will change **your life**.

You **won't find a better** product.

All the **cool people** are buying it – you will be too.

You'll **be happy** if you buy this product.

You will **miss out** in life **without it**.



How do adverts catch your attention and stick in your memory?

They **focus on a sense** e.g. taste or yours and cater to it.



They ask **questions** to hook you in.

They use **humour** to make you like them.

They use **alliteration, rhyme and word play** to come up with catchy **slogans**.

Use **positive comments** made by other customers.





- Focus on the positive
- Use bright colours and images to catch your attention
- Use a mix of facts and persuasive and exaggerated language.

Use catchy slogans and sayings

Example Advert

THE AMAZING LIFE-SIZED ROBOT!

Wonderful Walle™ Helping Hand.



Children, are you looking for a toy with more personality?

Are you looking for a new fantastic remote controlled helper around the house?

We'll look no further, help is here with the incredible, **Wonderful Walle™ Remote Controlled Helping Hand** here just for YOU!

The Walle™ Helping Hand™ is like no other robot that has ever been made before!

It has an all-new exclusive and electrifying design! This toy for YOU; it will be a superb, special and sensational addition to YOUR toy collection and it will help you with your chores!

The Walle™ Helping Hand™ has many breakthrough and exclusive features including:

- It's mind-bogglingly big wheels (Walle will be able to go everywhere YOU go).
- Remarkably responsive, proximity sensors, (so your Walle will not be bumping into any walls!).
- An everlasting body kit made out of robust rubber, (so your Walle can survive any collision that may occur).
- Remarkable voice recognition technology, (which allows you to control your Walle by telling it what you want it to do - it responds to 25 programmable commands).
- Incredibly interesting and entertaining, (your Walle will keep you entertained for hours and hours and will make you popular with your friends!).

Let the Marvellous, Walle™ Helping Hand join your toy box today and you'll have the privilege of owning the most amazingly mind-blowing Robots- EVER!

**Now Create Your Own Advert.
Base it on the gadget you
invented for school children in
last week's English work.**