# Persuasive Writing in Advertisements

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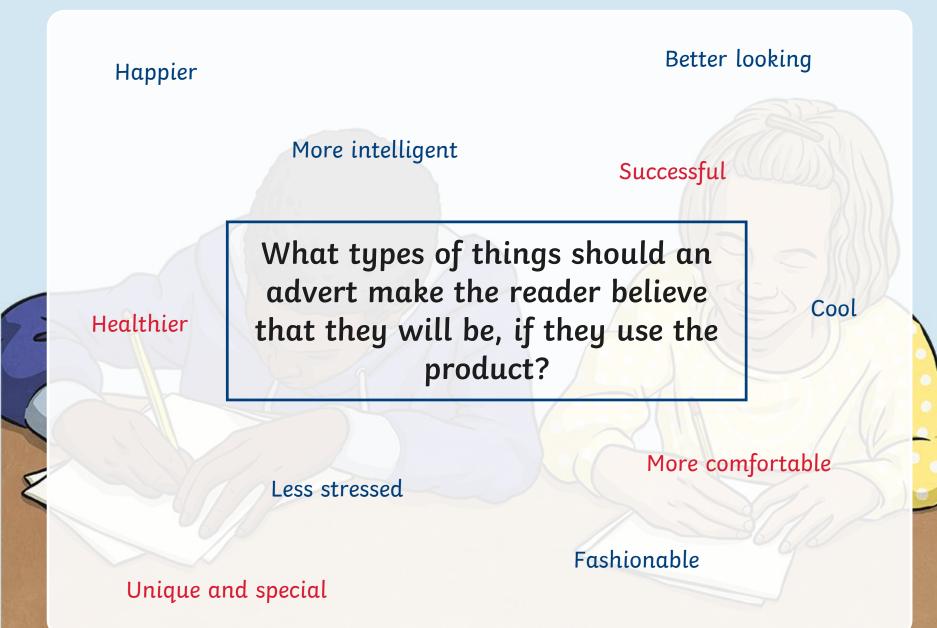
## How does persuasive writing help to sell a product or service?

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

It makes it appeal to the reader's personality.

It sends a positive message about the product or service.

Its purpose is to sell to people.



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### Appealing Language

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



Can you think of more?

## What types of things do adverts promise you?

To solve all your problems.

You won't find a better product.

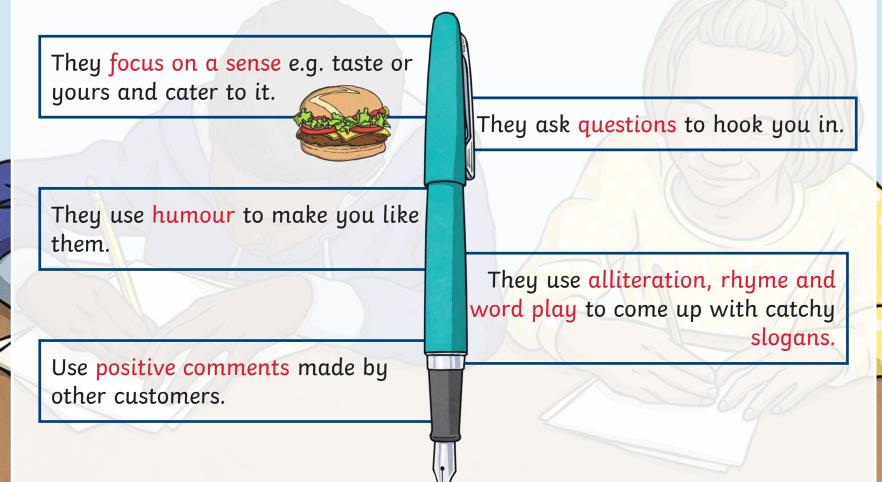
All the cool people are buying it – you will be too.

This product will change your life.

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?



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- 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 ROBOTI

#### Wonderful Walle<sup>™</sup> 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?

Well look no further, help is here with the incredible, Wonderful Walle<sup>™</sup> Remote Controlled Helping Hand here just for YOU!

The Walle<sup>™</sup> Helping Hand <sup>™</sup> 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<sup>™</sup> 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.