

The
advertisements
and pamphlets
book

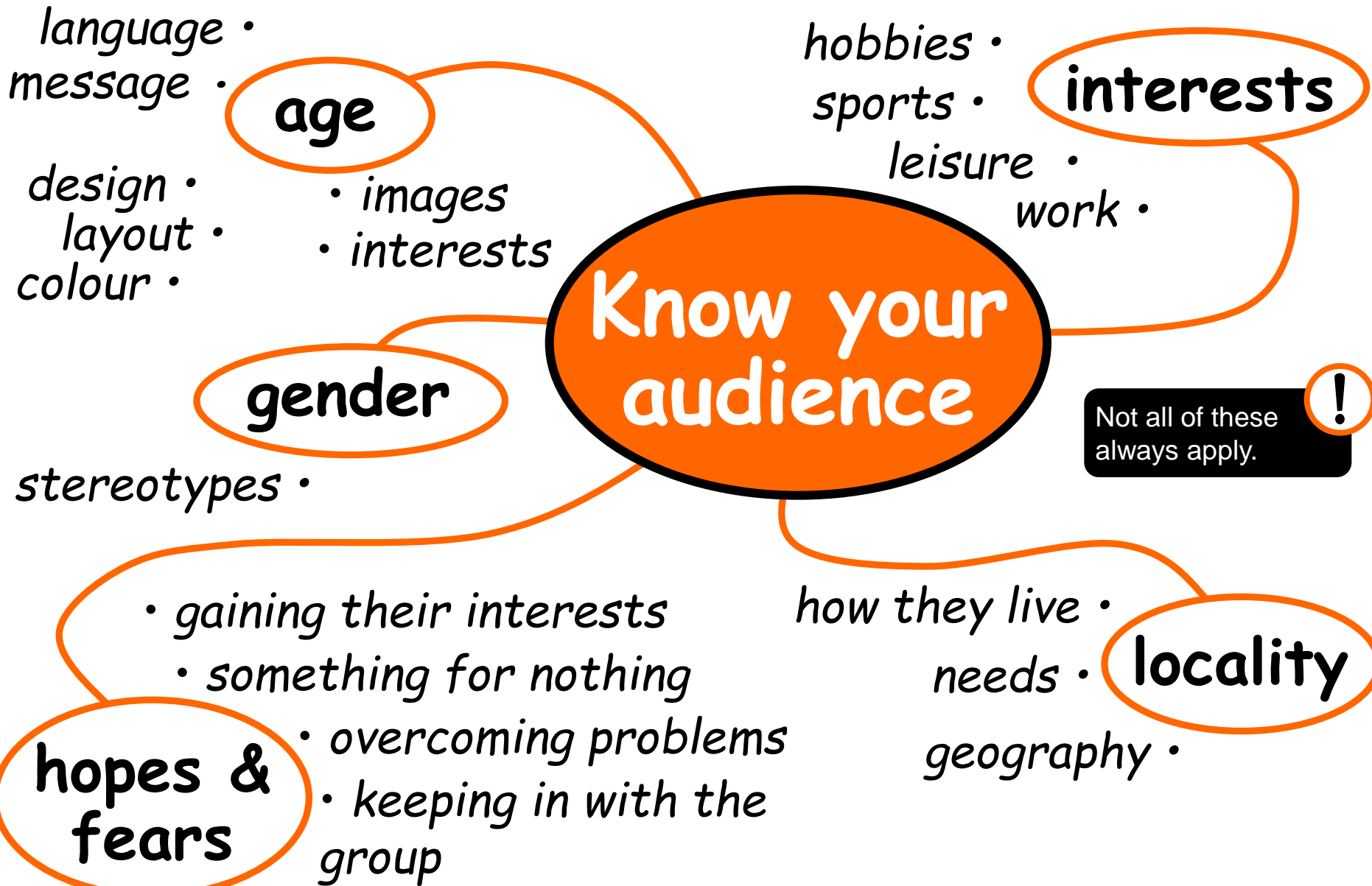


Sue Palmer & Pie Corbett

Adverts and pamphlets

- draw attention to
 - a message
 - a product
 - an event
 - a place
- provide information about it
- try to persuade the audience to
 - remember the information
 - act on it.

The Target Audience



Types of advertising and persuasive pamphlets



How to attract attention... and be memorable



the eye

- shape
- typeface
- images
- colour
- shock
- visual humour
- logo

See pages 14 -15

You can appeal to...

catch phrase (slogan) •

buzz words •

voice & tone •

jingles •

music •

rhyme •



the ear

keeping 'in
with the group •

emotions •

snobbery •

use of language •

brand loyalty •



the brain

• humour

• surprise

• information

• argument

• style

• mood

strong emotive words

e.g. *buzz words*

See pages 12 -13

puns

e.g. *Buy fish and chips –
from the Sole Plaice!*

alliteration

e.g. *Choose Charlie's
cheese!*

comparatives

e.g. *good, better, best*

repetition

e.g. *Yum-yums are cool.
Yum-yums are yummy!*

exaggeration

e.g. *the world's finest*

rhymes

e.g. *Your wish -
for a fish dish.*

boastful words

e.g. *outstanding,
stupendous*

**The
language
of adverts
(words)**

The language of adverts (sentences)

short, pithy sentences

e.g. Snowboarding is cool.

exclamation for impact

e.g. Smoking kills!

questions to attract attention

e.g. Have you ever been bored?

imperatives to trigger action

e.g. Buy healthy food!

sentences making three points

e.g. It gives energy, increases strength and improves eyesight.

comparatives

e.g. You'll enjoy the taste of Yum-yums.

complex sentences to argue

e.g. We should plan for the planet because tomorrow will soon be today.

Buzz words



Words that help sell ideas and products, e.g....

natural words

- pure
- healthy
- organic
- farm-fresh
- home-cooked

tempting words

- scrumptious
- crisp
- tasty
- succulent
- juicy
- mouth-watering
- velvety

safe words

- secure
- hygienic
- simple
- easy to use
- child friendly

scientific words

- expert
- smart
- research
- formula
- authoritative
- future
- proven
- tested

luxury words

- passionate
- luxurious
- smooth
- rich
- fine
- indulgent
- delicate
- sweet

positive words

- best
- biggest
- first
- main
- important
- world class
- wonderful
- irresistible

- typeface

- graphics & tables

- the 'in' crowd

Design

- patterns & spaces

- logo

- colour

- highlighting

Layout

- background shapes

- fact boxes



Images

- famous people
- desirable setting
- stereotypes

- solve your problem

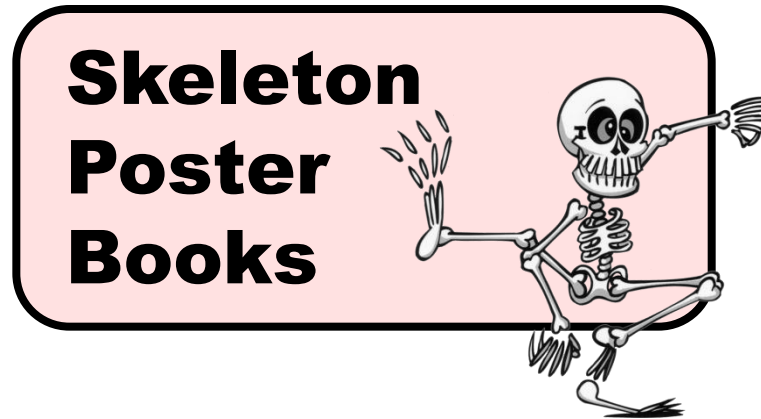
Hooks

- slogan
- quotes

- free gifts

Want to write well?

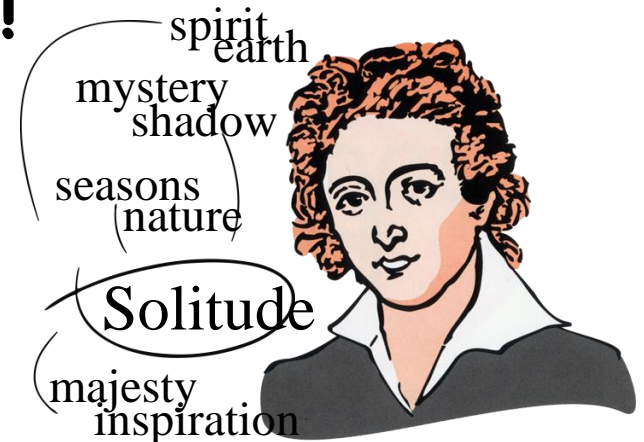
These books are for you!

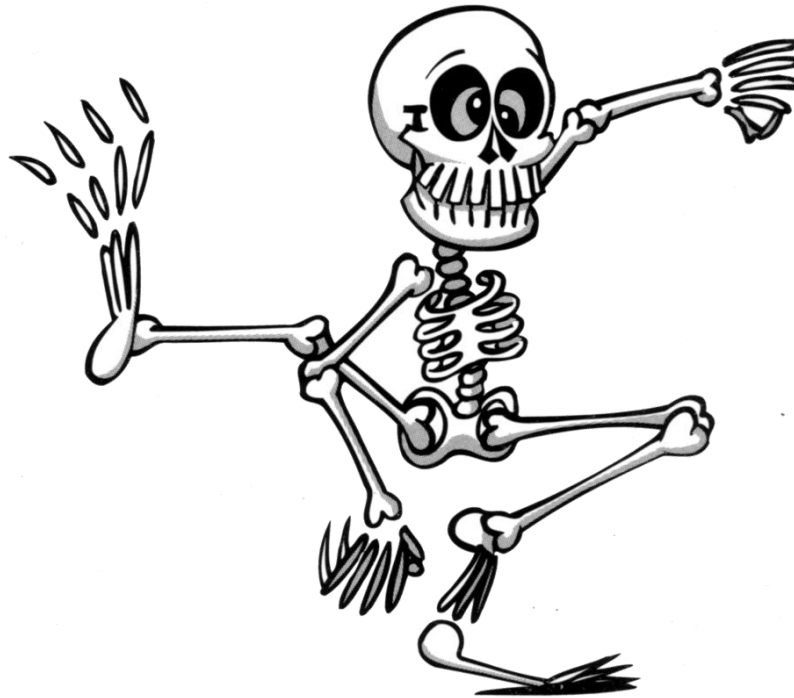


Skim a Skeleton for writing success!

Yes - Shelley used a Skelly!

- practical
- easy to use
- informative
- great value!





The End