**Designing an advert**

**TASK –** Choose a product to advertise. It could be a product which already exists or one you totally make up!

Your product must be either:

1. A chocolate bar/item of confectionary OR
2. A game

Complete the planning grid before you start your poster.

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| **Audience**🡪 Who is the product aimed at – adults, children, boys, girls? Will the poster need to appeal to one audience or more than one audience? Explain your answers. |  |
| **Presentational Devices** 🡪 Which colours will you use and why? |  |
| **Presentational Devices**🡪 What title/heading will you use? What kind of font will you use? Why? |  |
| **Persuasive Techniques** 🡪 Try and get as many of them on the advert as you can.**Alliteration** ( repetition of consonant sounds e.g. happy, healthy and hilarious!)**Fact****Opinion****Rhetorical Question** (to make the reader think e.g. Don’t you want to help?)**Emotive Language** ( to make the reader feel an emotion e.g. traumatised cats; unhappy dogs)**Statistics** ( a percentage to try to prove how fantastic your product/service is e.g. 97% of people say it has changed their lives)**The rule of THREE** ( three words together to strengthen an idea e.g. a brighter, happier whiter smile!) |  |