

# Persuasive Adverts

**The name of the product.**

**A statement saying what the item is and what it is used for. Give a LOT of detail.**

**A catchy slogan; use alliteration, rhyming words and word play to make it memorable and fun!**

**Exaggerate all the positive points of your product using words such as 'best', 'cheapest' and 'most'.**

**Ask the reader questions that will make them think they would need the product and change their life e.g. Have you ever needed relief from the scorching sun?**

**Say why the reader should buy the product.**

