

### LESS PLASTIC, More Fantastic.

Since 2018, we have removed plast form 50% of our duvel cover range moons we've prevented 24 tonnes from impacting the environment.

#### Advertising –

a tool used to get people to buy something



### Advertising — a tool used to get people to buy something

#### **Techniques**

- Association transfer your feelings to a product
- Humour makes you laugh / smile
- Repetition repeating words / jingle or alliteration
- Sense appeal uses your senses (see, smell, etc)
- Loaded words more than one meaning
- Fear e.g. to avoid stinky feet
- Special deals buy one get one free
- Call to action buy NOW









Association Fear Repetition Sense appeal

Humour Call to action Special deal Loaded words





**Association** 

Fear

Repetition

Sense appeal

Humour

**Call to action** 

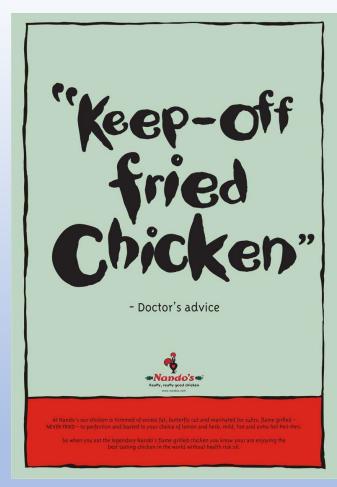
**Special deal** 

**Loaded words** 



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Repetition

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Sense appeal

Humour

Call to action

Special deal

**Coaded words** 







Association Fear Repetition Sense appeal

PROACTIVE PLUS

PROACTIV® PLUS

for teens! You get our amazing 3-step system, plus new ways to

treat stubborn breakouts on your face and body.

proactiv.

JUSTIN BIEBER

**SWEEPSTAKES** 

**JUSTIN BIEBER** 

Humour Call to action Special deal Loaded words









**Association** 

Fear

Repetition

Sense appeal

Humour

**Call to action** 

**Special deal** 

**Loaded words** 



you aiways win at



**Association** 

**Fear** 

Repetition

Humour

Call to action

Special deal

WOOLWORTHS

SAVE FROM 10%

LANGE OF THE SEVERY DAY WITH WREWARDS

NO POINTS, NO WAITING, NO FUSS.

WEREWARDS WITH WREWARDS AND WARDS AND SEVERY DAY WITH WREWARDS AND SEVERY DAY WITH WRITH WREWARDS AND SEVERY DAY WITH WR

sense appea

**Loaded words** 

# Advertising — design your own advert

- Plan the format of your advertisement: good design can make a difference!
- What is the purpose of your advertisement? Who is your target group?
- Your word choice is extremely important: use emotive words and persuasive language.
- Visual elements: size and type of font, headings, symbols and colours.



# Advertising — design your own advert

- Most advertisements have a logo and a slogan.
- Advertisers use manipulative, emotive language, such as adjectives and strong verbs to influence people to buy their products or services or to persuade them to change their point of view.
- Depending on the target audience, the language could be formal or informal.