

Features of Adverts

**BREAK INTO THE WORLD OF ADVERTISING WITH
POWERFUL PERSUASION...**

PERSUASIVE LANGUAGE

CATCHY SLOGAN

CELEBRITY ENDORSEMENT

Brand



 *Music/jingles*

HUMOUR

?

Questions
where the
product is
the answer

“Quotes and comments”

**Facts,
science and
data**

Special offers or free gifts!

Attractive images

Bright colours