

Top Tips from an Advertising Expert



10 Hi there! I'm Ann Vert and I've been making adverts
23 for over 20 years. I'm here to give you my top tips for
27 creating the perfect advert.

37 Firstly, think about your audience. What do they like and
45 what will persuade them to buy your product?

57 My second tip is to have a snappy slogan that people will
64 remember long after they've seen the advert.

75 Lastly, my final tip is to include lots of information. Your
85 reader needs to know exactly why they should buy your
90 product instead of something else.

97 Good luck with writing your own advert!

100 A D Vert



Questions



1. Why does Ann say that you should include lots of information in your advert?



2. Explain why someone might choose to read this text.



3. Do you think that Ann D Vert is good at making adverts? Explain your answer.



4. Summarise Ann's top tips using 15 words or fewer.

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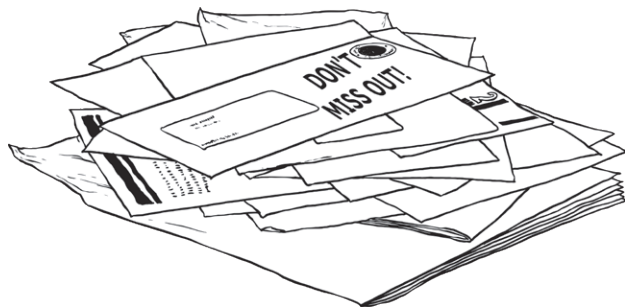
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Answers



1. Why does Ann say that you should include lots of information in your advert?

You should include lots of information in your advert because your reader needs to know exactly why they should buy your product.



2. Explain why someone might choose to read this text.

Pupils' own responses, such as: Someone might choose to read this text because they are about to write an advert and they're not sure how to start.



3. Do you think that Ann D Vert is good at making adverts? Explain your answer.

Pupils' own responses, such as: I think that Ann D Vert is good at making adverts because otherwise she wouldn't have been asked for top tips.



4. Summarise Ann's top tips using 15 words or fewer.

Pupils' own responses, such as: Think about your audience, have a snappy slogan and include lots of information.