

Persuasive Writing in Advertisements



How does persuasive writing help to sell a product or service?

It helps to aim the advert at a particular **type of customer**.

It sends a **positive message** about the product or service.

It makes it appeal to the reader's **personality**.

Its purpose is to **sell** to people.



Happier

More intelligent

Better looking

Slimmer

Successful

What types of things should an advert make the reader believe that they will be, if they use the product?

Healthier

Cool

Less stressed

More comfortable

Fashionable

Unique and special

Appealing Language

Here are a few examples of some terms used in adverts:

Healthier

Free

Exclusive

New Improved

Number One!

Special Offer

Can you think of more?

What types of things do adverts promise you?

To **solve** all your **problems**.

This product will change **your life**.

You **won't find a better** product.

All the **cool people** are buying it – you will be too.

You'll **be happy** if you buy this product.

You will **miss out** in life **without it**.



How do adverts catch your attention and stick in your memory?

They **focus on a sense** e.g. taste or yours and cater to it.



They ask **questions** to hook you in.

They use **humour** to make you like them.

They use **alliteration, rhyme and word play** to come up with catchy **slogans**.

Use **positive comments** made by other customers.





- Focus on the positive
- Use bright colours and images to catch your attention
- Use a mix of facts and persuasive and exaggerated language.

Use catchy slogans and sayings

