

ADVERTISEMENT

INFORM. PERSUADE. SELL.

PURPOSE

Advertisements persuade people to buy or use a product, service or idea.

**STEP UP
STAY AHEAD**

PERFORMANCE. COMFORT. STYLE.



LIGHTWEIGHT
Move faster and farther.



CUSHIONED SOLE
All-day comfort, every step.



BUILT TO LAST
Strong. Durable. Reliable.

BE YOUR BEST.

**ONLY
\$79.99**
GET YOURS TODAY!

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“A GREAT AD MAKES PEOPLE STOP, LOOK AND TAKE ACTION.”

KEY FEATURES



CATCHY HEADLINE

Grabs attention quickly.



PERSUASIVE LANGUAGE

Uses powerful and positive words.



BENEFITS

Shows how it helps the reader.



KEY INFORMATION

Includes important facts and details.



CALL TO ACTION

Tells the reader what to do next.



CONTACT DETAILS

Makes it easy to find out more.

TOP TIPS

- ✓ Use a bold, catchy headline.
- ✓ Focus on the benefits, not just features.
- ✓ Use exciting, positive language.
- ✓ Make it easy to read and attractive.
- ✓ Include a strong call to action.

DO



USE STRONG WORDS



HIGHLIGHT BENEFITS



KEEP IT VISUAL



INCLUDE A CLEAR CALL TO ACTION



ADD CONTACT DETAILS

DON'T



USE BORING HEADLINES



WRITE TOO MUCH TEXT



FOCUS ONLY ON FEATURES



USE NEGATIVE LANGUAGE



MAKE IT HARD TO READ