

## Features of Adverts

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

**PERSUASIVE LANGUAGE**

**CATCHY SLOGAN**

**CELEBRITY ENDORSEMENT**

**Brand**



 *Music/jingles*

**KNOWN**

**"Quotes and comments"**

?

Questions  
where the  
product is  
the answer

**Facts,  
science and  
data**

**Special offers or free gifts!**

**Attractive images**

**Bright colours**