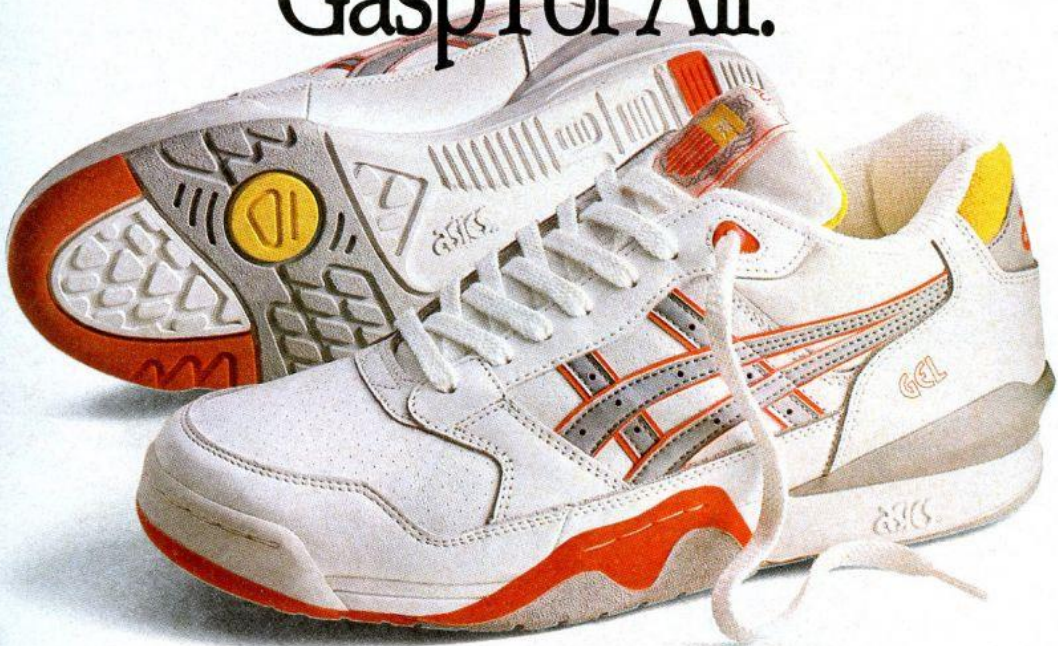
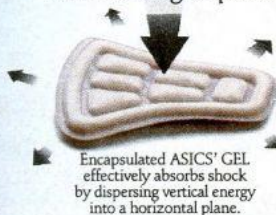


## Trainer Adverts

# Work Out In ASICS' GEL Cross Trainers And You'll Never Gasp For Air.



The reason why is right under your toes. Actually it's closer to your midfoot, where cross training impact is highest.



It's ASICS' GEL. A remarkable silicon-based semi-fluid substance with great shock absorption characteristics. Very important if you're constantly

working out, working out and working out.

You see, by dispersing vertical impact into a horizontal plane, the ASICS' GT-Intensity cross trainer can reduce the risk of injury, thus increasing your athletic performance.

The ASICS' GEL cross trainers are now available for men and women. In exciting styles and colors that (gasp) might just leave you breathless.

**asics**   
Don't Just Do It. Do It Better.



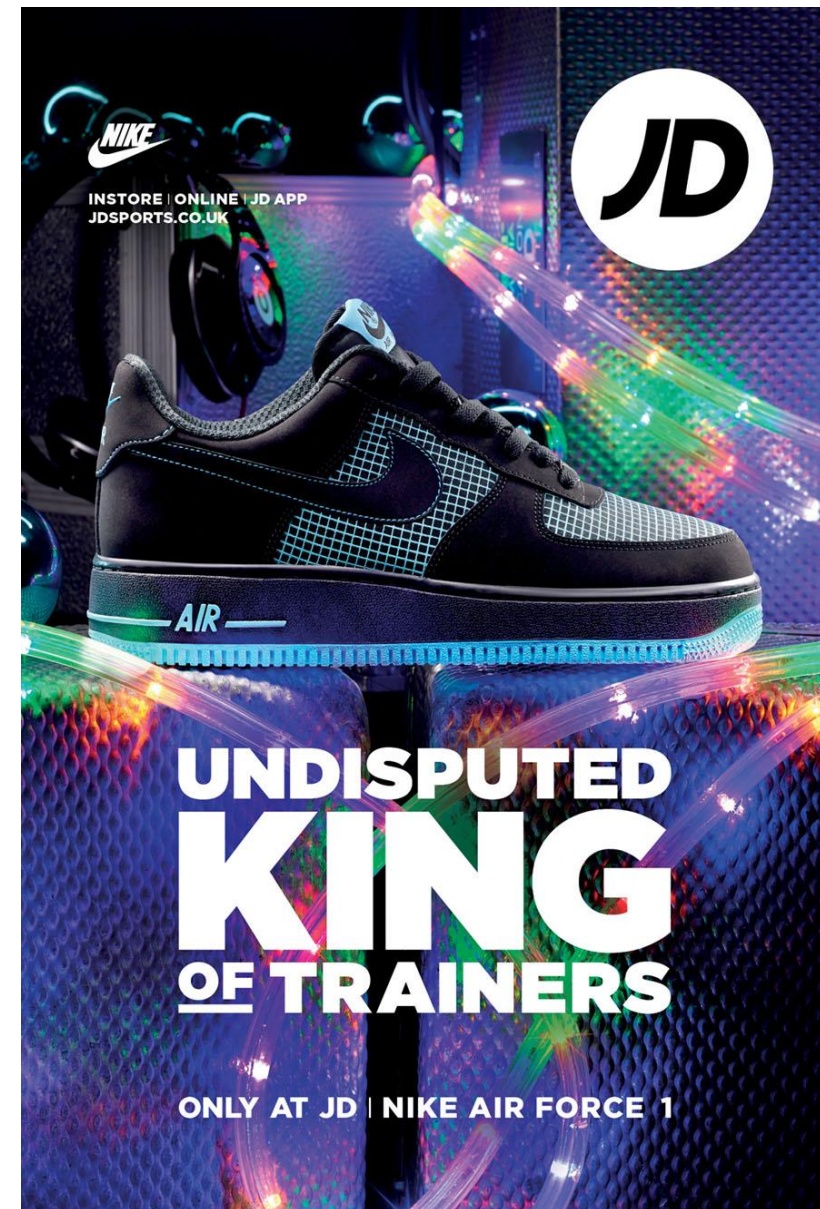
Women's GT-Intensity

Men's GT-Intensity

For the ASICS dealer nearest you, call 1-800-866-ASICS.

Unit 1 Day 2





# At last! The shoe that fits more than your foot.



Breathing nylon mesh uppers with velour leather reinforcement, and ankle and heel padding.



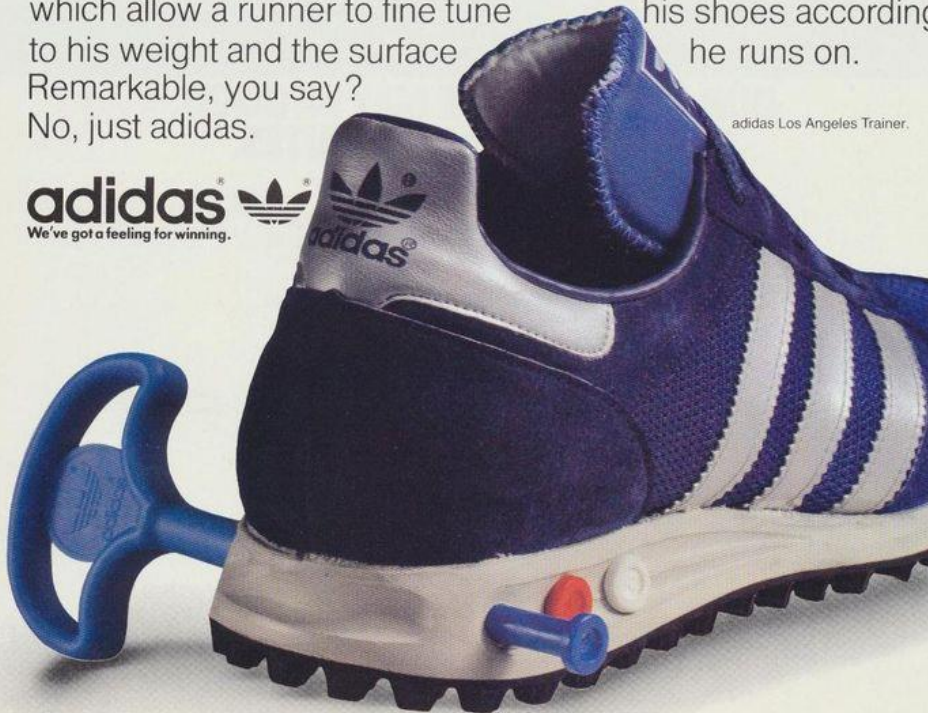
Shock absorbing rubber sole with slanted multi-studs.

A 150 pound man who runs on the road

should not buy the same pair of shoes as a 200 pound man who runs in the park, right? Wrong. Wrong, that is, if they both buy adidas' new Los Angeles Trainer. The adidas Los Angeles Trainer comes with a set of adjustable shock-absorbing rods which allow a runner to fine tune his shoes according to his weight and the surface he runs on. Remarkable, you say? No, just adidas.

adidas Los Angeles Trainer.

**adidas**  
We've got a feeling for winning.



## Features of Adverts: recording sheet

*Tick the language features used and give an example where you can*

<p><b>ADVERT 1</b> _____</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Alliteration</li> <li><input type="checkbox"/> Repetition</li> <li><input type="checkbox"/> Slogans</li> <li><input type="checkbox"/> Tempting description</li> <li><input type="checkbox"/> Questions</li> <li><input type="checkbox"/> Pictures</li> <li><input type="checkbox"/> Eye-catching titles</li> </ul> <p>Other features:</p>   <p>Persuasion rating (max 5 stars)</p> <p>☆☆☆☆☆</p>	<p><b>ADVERT 2</b> _____</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Alliteration</li> <li><input type="checkbox"/> Repetition</li> <li><input type="checkbox"/> Slogans</li> <li><input type="checkbox"/> Tempting description</li> <li><input type="checkbox"/> Questions</li> <li><input type="checkbox"/> Pictures</li> <li><input type="checkbox"/> Eye-catching titles</li> </ul> <p>Other features:</p>   <p>Persuasion rating (max 5 stars)</p> <p>☆☆☆☆☆</p>
<p><b>ADVERT 3</b> _____</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Alliteration</li> <li><input type="checkbox"/> Repetition</li> <li><input type="checkbox"/> Slogans</li> <li><input type="checkbox"/> Tempting description</li> <li><input type="checkbox"/> Questions</li> <li><input type="checkbox"/> Pictures</li> <li><input type="checkbox"/> Eye-catching titles</li> </ul> <p>Other features:</p>   <p>Persuasion rating (max 5 stars)</p> <p>☆☆☆☆☆</p>	<p><b>ADVERT 4</b> _____</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Alliteration</li> <li><input type="checkbox"/> Repetition</li> <li><input type="checkbox"/> Slogans</li> <li><input type="checkbox"/> Tempting description</li> <li><input type="checkbox"/> Questions</li> <li><input type="checkbox"/> Pictures</li> <li><input type="checkbox"/> Eye-catching titles</li> </ul> <p>Other features:</p>   <p>Persuasion rating (max 5 stars)</p> <p>☆☆☆☆☆</p>
<p><b>Most persuasive advert (give your reasons)</b></p>     	