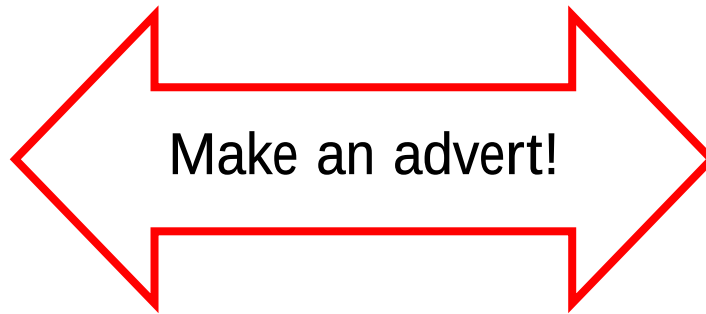


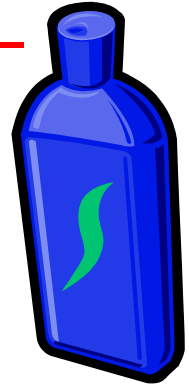
Advertisement framework



Read the advert below to advertise shampoo.

Get your audience's attention, perhaps by asking them a question. e.g.

- Do you have dandruff?
- Tired of being the one left out?
- Do you want to be the centre of attention, to stand out in a crowd?



Tell them what your product does and exaggerate why they must have it.

"You want new Itchy Bonce Shampoo and Conditioner.

New, scientifically proven Itchy Bonce is what you've been waiting for.

Its heavenly herbal fragrance is all you need to solve all your hair problems in just one wash!

New Itchy Bonce contains *Eploflox* – guaranteed to revitalize and condition your hair like never before! Your dandruff will disappear like magic and your hair will be healthier than it's ever been. Friends will notice the difference immediately."

Make it memorable.

New magical Itchy Bonce is the perfect solution – because you're worth it!

Any offers?

Special introductory offer – **BUY A SHAMPOO, GET A CONDITIONER FREE!**

Advertisement framework

Name: Date:

LO:

Now you have a go!

1. What is your product?
2. Who is your audience?
3. Why must they buy it?
4. How will it change their lives?
5. Make the product memorable
6. Offer an added reason to buy



Ask the audience a question.

Tell them what your product does and exaggerate why they must have it.

Make it memorable.

Any offers?