

**FEATURES OF AN EFFECTIVE ADVERT:**

It asks <u>questions</u>	
It uses <u>humour</u>	
It appeals to your <u>senses</u> (sight, hearing, touch, taste, smell)	
It uses <u>alliteration</u> or a <u>play on words</u>	
It creates a memorable <u>slogan</u> or an image	
It makes you feel special and you can <u>imagine yourself using the product</u>	
It gives <u>tempting descriptions</u> of the benefits of having the product	
It uses exaggerated language full of <u>adjectives</u> and <u>adverbs</u>	
It uses <u>celebrities</u> to help advertise the product	
It uses <u>competitions</u> to advertise their products	
It lists the <u>benefits and good qualities</u> of the product	
It mentions <u>comments about the product</u> made by other customers	
It offers good value for money or <u>sale prices</u>	

Look at the adverts for Pontypool Japanware over time. How have they changed?

Compare the adverts to adverts of today. What are the differences?

Design your own advert for Pontypool Japanware, maybe one of the catalogue pieces, or your own made Japanware.