

A Guide to Writing a Persuasive Radio/Television Advert

A persuasive advert should convince someone to buy something or spend money in some way (e.g. going to a theme park or going on holiday).

A persuasive advert should include:

- ✓ The name of the thing being advertised
- ✓ An opening statement about the item that is being sold.
- ✓ A catchy slogan to make the reader remember your product. Slogans often use word play (e.g. alliteration) to make them even more catchy.
- ✓ Use superlatives (best, fastest, hottest, cheapest, quietest) to make the reader think that there is nothing better than your product.
- ✓ Use some questions aimed at the reader to make them think they really need this item e.g. Do you ever run out of time to do all the household jobs?
- ✓ Give lots of detail about the product.
- ✓ At the end of the advert sum up why the reader/audience should buy this product.

Remember to think of a lot and lots of reasons that the reader should purchase this item. Don't try to base your whole argument on one point. This is where planning is very important.

(Adverts in magazines use very similar language and techniques to TV and radio adverts, but usually contain less writing with features like bullet points, bold headings and subheadings etc, and more pictures.)