

Hedgehogs - Recall

- Audience – young children and their parents
- Mid 200s onwards (website at the bottom; style of cartoon)
- Rule of thirds: hedgehogs are a third of the way up the page;
- Bright colours to be attractive to children; cute hedgehogs to similarly appeal to younger children. Hedgehogs are set out symmetrically.
- Rhyme in title: 'Be bright morning or night.' Slogan: 'Stop, Look, Listen, Live.'
- Short, snappy words; simple language; imperative voice giving command.

Heinz Red Magic

- Audience – parents
- Feels like the 1960s or 1970s
- Black and white with vivid bottle of ketchup splitting the page in two (much like the 7Up advert). Other Heinz products in background.
- Targeting money-conscious parents ('...value time...'); parents who want their children to eat healthily '...everything taste better...'
- Superlatives - claims: 'largest selling'
- everything is underlined to emphasise it. Calling the ketchup 'Red Magic' implies it is amazing.

Harvest time is value time on

Heinz

RED MAGIC

THE WORLD'S LARGEST-SELLING

KETCHUP



Look for
Heinz Ketchup
Chili Sauce
Hot Ketchup
—specially
featured at
your food
store

Heinz makes everything taste better!



A group of five business professionals (three men and two women) are gathered around a table in a meeting room. They are looking at documents and discussing them. The scene is dimly lit, with a large window in the background. The overall mood is professional and collaborative.

Advertising – Day 3

Year 6 - English

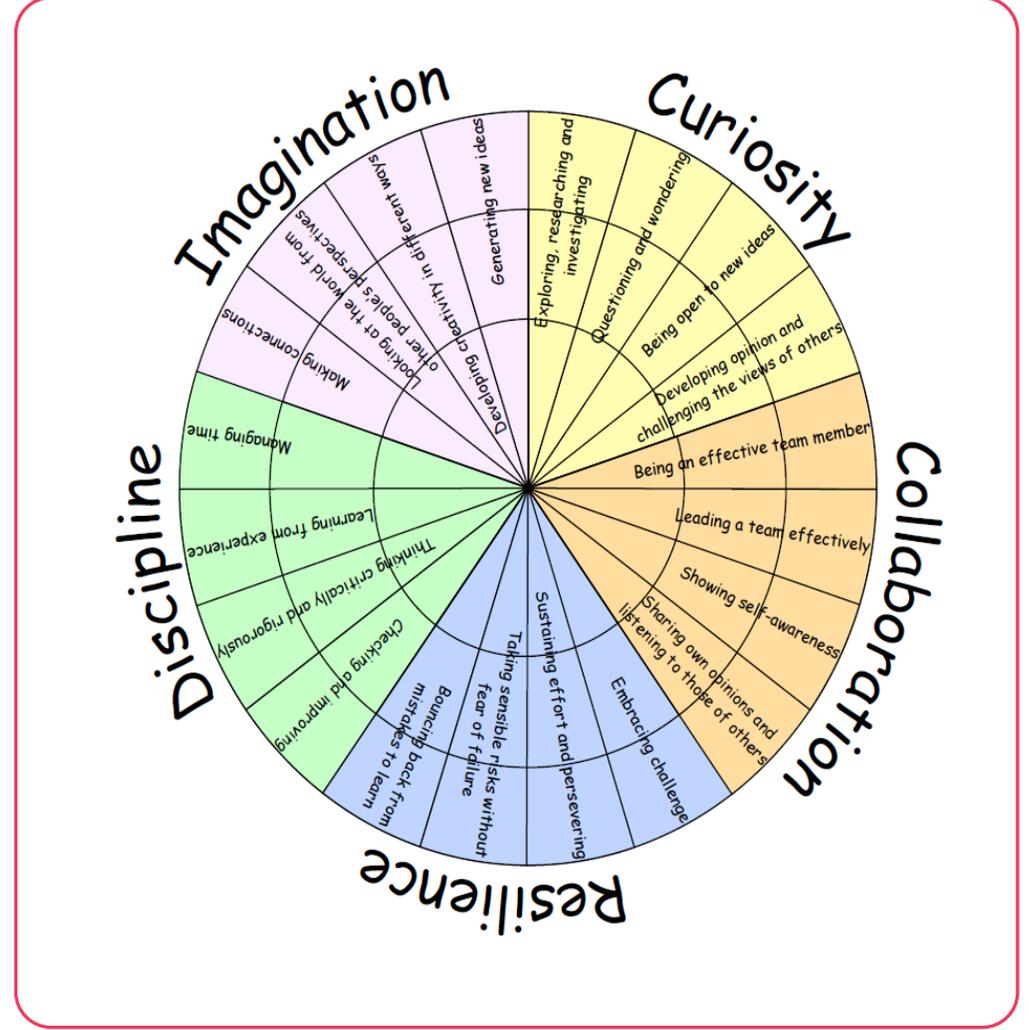
More powerful adjectives

- Why did the author choose to describe the sheep in so much detail?
- What impression does 'driving rain' give you?
- Why did the author to choose to describe Tom's cape as 'sodden'? What does it tell you about Tom?
- What do you think the bright streak is? Why do you think that the author chose to describe it as this?

Nine off-white sheep with handlebar horns stood plaintively with their backs to the driving rain. Tom pulled his sodden cape more tightly round him as he struggled past. Up ahead, thunderous clouds churned over and round. Suddenly a bright streak tore across the sky. Flames rose from the stricken tree to Tom's left as thunder crashed and boomed, throwing him to the ground.

Objective

To be able to create an advert for a 'new' product



Creating an advert

Imagine you have just invented and produced a brand new product.

You want to sell as many units of it as possible so you are going to have to advertise to tell people that your product is worth buying.

You need to understand your products USP (unique selling point) to be able to advertise it effectively.

The original iPod

Imagine you invented this – it was one of the first ever MP3 players.

Before the iPod was released, you had to have a portable CD player (with one disc at a time) or a personal cassette player (the Sony Walkman is a famous example of this) which used tapes which could hold 90 minutes of music – and even with this you had to flip the tape over after 45 minutes!)





USP:

- fits in your pocket
- lots of songs can fit on it (1000 songs)
- easy to listen to music wherever you go

- Have a look at two examples on the next two slides:

The original iPod



The new Apple iPod

All of **your** music
in **your** pocket.

Advert 1

- Bright and colourful to appeal to younger market
- Used USP of fitting all of your music into your pocket, which hadn't been done before.
- Repeated 'your' and made bold to identify that this is music belonging to you.
- Adjective of new used to show that this is new to market.



The new
Apple
iPod



Music
whenever,
wherever



Advert 2



- Bright and colourful to appeal to younger market
- Used USP of people dancing in different situations to show that the music can be listened to anywhere
- Different types of dancers to show that you can have lots of different genres of music on the iPod
- Almost repetition with 'whenever' and 'wherever'
- Alliteration

Your task

Imagine that you are the inventor of the very first watch.

How could you advertise this revolutionary new product?

Think about the USP of a watch first to help you create an advert.

