

Recall

What can you remember?

Look at the iPod adverts I created.

Can you remember the reasons for why I did what I did?

The answers are on the slides after the adverts – so, no peeking!



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

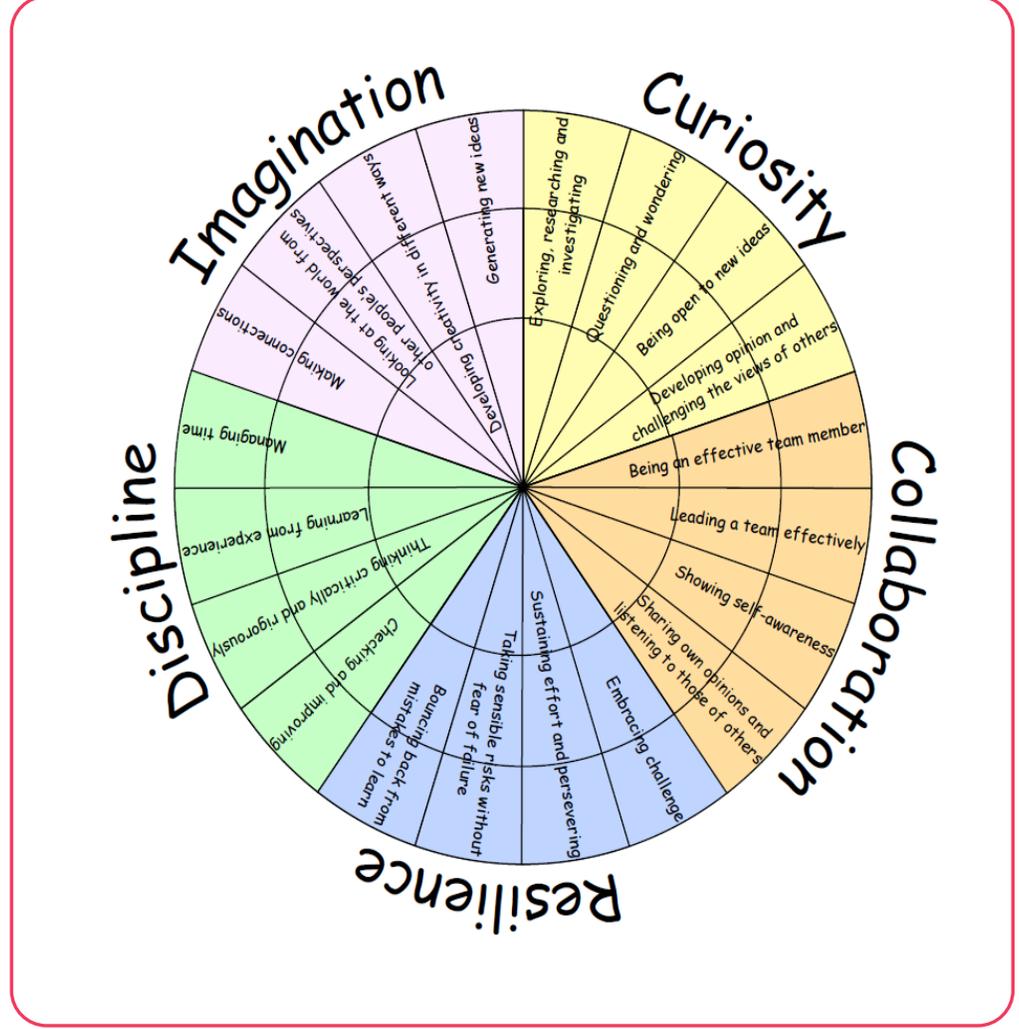
A group of five business professionals (three men and two women) are gathered around a table in a meeting room. They are looking at documents and a tablet, appearing to be in a collaborative discussion. The image is dark and semi-transparent, serving as a background for the text.

Advertising – Day 4

Year 6 - English

Objective

To be able to create a written description of a new product



Creating an pitch

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.

Read my example of a short pitch (imagine Dragons' Den or The Apprentice) for the iPod on the next page. Look at my reasons for writing what I have written on the next slide; then have a go at your own for your watch.

The original iPod

A revolution in your pocket!

The all new Apple iPod is going to change your life forever! All of your music can be stored, ready to access at a second's notice: wherever you are; whenever you want it!

Create your own custom playlists so nothing gets in the way of your listening pleasure.

Your music has never sounded so good!

Join the revolution...



The original iPod

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Your music has never sounded so good!

Join the revolution...



1. Look at all the times that I have referred to the reader directly (you, your). I have done this to ensure that the reader understands that this is a personal appeal – the iPod is personal too.
2. Notice the connection between the beginning and the end of the pitch (revolution). Revolutions describe a record spinning so it refers back to the history of music.
3. I re-used my tagline from one of my adverts to create a common theme. Note the punctuation I used.
4. I have used hyperbole. This is exaggeration – we will learn more about this soon. I am making claims that are not strictly true but sound amazing.

Your task

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

How could you advertise this revolutionary new product?

Write a pitch like mine on the previous two pages to sell your watch as if you were on Dragons' Den or The Apprentice.

