

Literacy

We are continuing to look at persuasion and now we are going to be writing an advert for your favourite food.

Activity 1 – Read the advert below and then complete the success criteria grid with at least one example of each feature.

Activity 2 – Choose your favourite food item. If you can, try and watch a television advert for it or read an online advert to give you some ideas. Then put some ideas of how you will include each feature needed in the blank grid. Try to be adventurous but specific with your choice of vocabulary to describe the product.

THE EGG-CELLENT EASTER CHICK-A-CHOC.

HURRY!
WHILE
STOCKS
LAST!



VOTED BEST
EASTER GIFT
OF 2020!

ARE YOU LOOKING FOR A SUPER SPECIAL EASTER GIFT?

Want to buy something eggs-tra special this Easter?

Well look no further, help is here with the amazing new, **EGG-CELLENT EASTER CHICK-A-CHOC** just for YOU! The **EASTER CHICK-A-CHOC** is like no other gift that you have ever been given before! Each **EASTER CHICK-A-CHOC** includes an all-new, deeply, delicious chocolaty recipe **AND** your very own adorable Easter chick that hatches out of a chocolate egg! This eggs-tra-ordinary gift is available for YOU; just imagine receiving this special and sensational gift on Easter Day!

The **EASTER CHICK-A-CHOC** uses many breakthrough technologies including:

- **Chick-cam technology** – hook up your Easter Chick to your PC, Mac, Tablet or Smart Phone and it will amaze and amuse your friends!
- **Remarkably cute, fluffy and silky smooth** so your Easter Chick looks and feels like a live, newly hatched chick!
- **The taste of chocolate heaven.** Your edible **EASTER CHICK-A-CHOC** egg is made from the most delicious, delectable dark and milk chocolate!
- **Remarkable voice recognition technology** which allows you to communicate with your Easter Chick by giving it voice commands as it responds to 25 programmable commands.
- **It's incredibly interesting and entertaining.** Your **EASTER CHICK-A-CHOC** will keep you entertained for hours and hours and will make you popular, particularly with your friends!

Get the **EGG-CELLENT EASTER CHICK-A-CHOC** this Easter and you'll have the privilege of owning the most amazingly mind-blowing Easter gifts there has ever been!

M.I.M.O

The **EASTER CHICK-A-CHOC** can be purchased from Chocolate world Ltd for the small price of just £39.99 from 2020. Prices may vary according to the detail wanted. See in-store for details. Why not come and see the **EASTER CHICK-A-CHOC** for yourself at one of the stores? Book today, call 08867, 156345!

THE EGG-CELLENT EASTER CHICK-A-CHOC

Features of persuasive advert	The Egg-Cellent Easter Chick-A-Choc
Present tense	
Alliteration or rhyme	
Use of snappy slogan eg I'm lovin' it	
Appropriate but persuasive adjectives e.g soft, strong, quick	
Rhetorical questions eg How do you eat yours?	
Exaggeration e.g. the nation's favourite	
Direct address e.g. you won't find a better cleaner	

Your Choice

Features of persuasive advert	Name of Product
Present tense	
Alliteration or rhyme	
Use of snappy slogan eg I'm lovin' it	
Appropriate but persuasive adjectives e.g soft, strong, quick	
Rhetorical questions eg How do you eat yours?	
Exaggeration e.g. the nation's favourite	
Direct address e.g. you won't find a better cleaner	