

WALT- To understand features of an advert

WILF- To identify different persuasive features in a range of adverts

Challenge- To explain which advert you found the most powerful and why

Advert	Video link	What did you like?	What was memorable?	Was there a song or jingle?	Did it use hyperbole? Making it sound like the best product ever?	Did it use rhetorical questions?	Was humour used?	Were there positive comments and vocabulary used?	Did it focus on a sense? Taste, touch, sight, sound, smell?
Coca cola	Coca cola advert								
Birdseye	Birdseye advert								
Pancake day and nutella	Pancake advert								
Smyths	Smyths advert								
Iphone	Iphone Advert								

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Which advert did you find the most powerful and why? Look at the advert that appears to have the most features ticked off on your table, do not just focus on the product you personally like the most. Explain why you think one of the adverts is the most powerful and what features it has that supports this. We will be looking at features of an advert in more detail tomorrow on zoom!