

Writing an advert

Here are some things to help you write your advert, please follow this format. There is then an example below to help you, feel free to use some of these ideas.

1. Set the scene as stage directions for characters in the advert
2. Introduce the name of your product and tell the viewer what is so great about it
3. Use positive language to describe the product, hyperbole (exaggerating) and rhetorical questions throughout to make the viewer believe that they NEED your product
4. Make sure the advert is snappy, quick and memorable
5. Add in a deal to persuade people to buy your product e.g. Buy one get one free
6. End the advert with a slogan or jingle

Remember adverts for TV will be written as a playscript for the actors in the advert, anything in italic writing *like this* is a direction for actions and not spoken, anything in brackets is for the actors to know how to speak and anything after a colon which looks like this : are the words spoken. Your advert can be cheesy and silly or have humour in, try to add in a jingle or slogan to make it really memorable!

Example-

Advert is set in a family kitchen, there are two children (brother Bobby, 5 and sister Bella, 9) dad is with them too, the oldest child is mixing up a pancake mix, dad is by the oven and Bobby starts by asking dad a question...

Bobby (in an excited voice): Dad, dad, what is Bella mixing?

Dad: A delicious pancake mix of course!

Bella smiles and pours the mixture into a pan

Bobby (confused): But why?

Bella (happily): It is Shrove Tuesday Bobby and I am making SHROVE PANCAKES, easy pancakes for all the family, they are the most delicious, divine, darn tasty pancakes you will ever eat! You can collect the package with all the scrumptious ingredients and terrific toppings from all local supermarkets! Are you ready for the best pancakes of your life?!

Bobby (smiling and jumping up and down): Are they are fluffy as a cloud? Are they the tastiest pancakes in the world?

Dad (laughing): They are the tastiest pancakes in the entire UNIVERSE! If they aren't you are guaranteed your money back!

Bella: Quick, lets flip the SHROVE PANCAKES!

Family begin to sing jingle whilst flipping the pancakes

Family: Shrove, shrove shrove the best pancakes around, mix them, flip them and gobble them, you won't be let down!

Advert ends with Bella serving up the pancakes with a range of toppings, zoom in to the pancakes and all the family eating them, camera turns to Bobby.

Bobby: Shrove, shrove, shrove really ARE the best pancakes in town! You would be MAD to miss out on these! Buy them now while stocks last!

