

WALT- To plan an advert

WILF- Bronze- To use positive vocabulary and messages in your planning

Silver- To use hyperbole in your planning

Gold- To use rhetorical questions and a jingle in your planning

Questions to consider	My advert plan
What are you advertising?	
What is your product called?	
What positive words are you going to use to describe your product?	
Who is your product aimed at? Elderly, young children, teenagers, or adults?	
Why should people buy your product?	
What hyperbole can you put into your advert?	
What rhetorical questions could you include?	

Are you going to use any alliteration or rhyme?	
What is the story of your advert? Are there characters in it?	
Will your advert have a slogan or jingle?	

