

Features of advertisements

Cut out these labels. Place those that describe you advert around it and draw lines from the label to the feature.

Broad blocks of colour

Several panels or sections

Humour – as a cartoon

Eye-catching photo or picture

Humour- a joke

Instructions for ordering

Catch phrase or slogan

Text to persuade you that you need the product

Lots of text giving detail

Large print to attract attention

Only a very small amount of text