

Advertising Writing Checklist

Your advertisement must...



Catch Attention

This could be through words, a logo, pictures or colour. Maybe a catchy headline, a bold logo or vibrant colour.



Hold Interest

The ad needs to connect to people's everyday lives in some way. Perhaps through their emotions, needs or problems.



Make People Want Something

What benefit or advantage can you offer the reader? Think about what people want and how you can offer that through your ad. For example, people want to fit in, feel good about themselves, to be successful and to be happy.



Inspire Action

Tell the reader to do something action, such as buy a product or service, visit a place or website, or call a phone number.



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Inspire Action

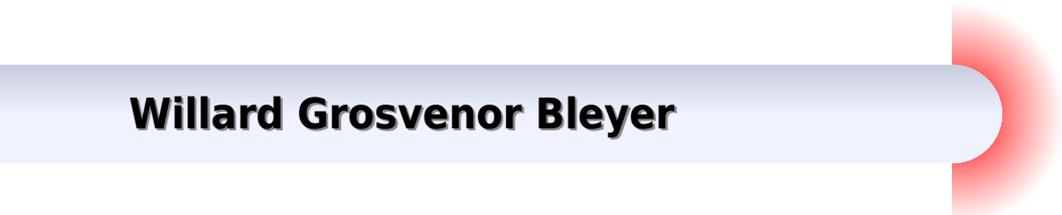
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