

Homework - TV Advert

In design and technology, the children have designed and made their very own breakfast cereals. I would like them to create a **TV advert for their cereal!** This could be written, filmed or both.

Key features of an advert

Have a look at these features to think about when writing/planning an advert:

- **Name** - share the name of the item you are advertising.
- **Statement** - what is your product and what does it do?
- **Persuasive language** - use positive language that will appeal to the customer. For example: "healthy", "life changing", "exclusive", "look no further", "one of a kind".
- **Catchy slogan** - a phrase that represents the product and makes people remember it - using alliteration, humour or rhyming can help. For example: "Totally tropical taste" or "Just do it".
- **Hyperbole** - exaggerate all the positive points about the product. For example: "the world's greatest..."
- **Rhetorical questions** - ask the viewer questions to make them think they need the product. For example: "Have you ever needed...?"
- **Customer review** - have a customer give a positive review on the product. For example: "It's the best I've ever tasted!" (Jack, 15, from York).
- **Special offer** - try to entice the customer even more with a special offer. For example: buy one, get one free.
- **Reference point** - show someone that customers will respect supporting your product. For example, a famous footballer using a certain brand of boots. You probably won't be able to get Cristiano Ronaldo to appear in your advert, but you could pretend!

Any videos could be saved in Google Drive.

Use your **emoji password** to login at: edu.wonde.com/login/layston and click on 'Drive'.

Then click on 'Shared Drives' and finally 'Year 4 Homework'.

Let me know if you have any issues trying to save them.

