

Features of an Advertisement Checklist



Did I...	Child	Friend	Teacher
Structure and Language			
clearly show the name?			
appeal to the senses (sight, hearing, touch, taste, smell)?			
include a catchy slogan which might use: alliteration, rhyming words, humour or word play to make it memorable and fun?			
exaggerate all the positive points?			
ask the reader rhetorical questions?			
include special offers or prizes?			
use appealing language?			
mention positive comments made by other customers?			
Punctuation and Grammar			
use inverted commas to punctuate direct speech?			

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use inverted commas to punctuate direct speech?			
You were good at...			
Next time it might be better if...			