

Name: \_\_\_\_\_

# Advertisement

An advertisement tells people why they should like or buy something. Advertisements use pictures and words to grab people's attention to try to convince them to buy a product. Advertisements can be found all over in our daily lives. For example, you can find advertisements on buses, in newspapers, or on smartphone apps. Take a look at the advertisement below. Then, fill in the information to create an advertisement for the new slime you created!



## Step 1: Name Your Slime

The name of your slime needs to be memorable. It should be interesting and easy to remember. In the Saving Yello ad, the name of the game is large so someone can see and read it quickly. Write the name of your subscription box in the box below.

## Step 2: Write a Hook

The hook is the phrase that makes you pay attention to the advertisement. The hook in this app ad is, "Save Yello from his out-of-bowl-terror!" This hook is funny and will make someone want to try out the game. Write your hook in the box below that will convince others to buy your slime.

**Name:** \_\_\_\_\_

**Step 3: Write Your Offer**

The offer is what the ad is trying to get a person to do. For example, the Saving Yello ad wants you to download the game for free. An offer can also be a special sale that is going on. For example, an offer could say, "Buy 1 pair of sunglasses and get 1 pair free!" An offer can also be the price of the product. For example, an offer could say, "Only \$5.99 for these sunglasses!" Write your offer for your slime in the box below.

**Step 4: Choose Your Graphics**

Graphics are pictures on an ad. They are the first thing that will grab someone's attention. Your graphics should be interesting to look at. The Saving Yello graphics are very bright and the expression on the fish's face is funny, which makes you want to look at the ad. Write about or draw the graphics you will use in your ad in the box below.

**Name:** \_\_\_\_\_

**Step 5: Design Your Advertisement**

Use the space below to design your advertisement. Your advertisement must meet the following requirements:

- Must have the name of your slime
- Must have your hook
- Must have your offer
- Must have at least two graphics



