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| **Key features in language** | Advert: | Advert: | Advert: | Advert: | Advert: |
| **Snappy slogan**   * Have a break, Have a Kitkat |  |  |  |  |  |
| **Tempting descriptions of benefits**   * Soft strong and very, very long |  |  |  |  |  |
| **Word play**   * The soap you can believe in |  |  |  |  |  |
| **Interesting question**   * How do you eat yours? |  |  |  |  |  |
| **Exaggeration**   * The nation’s favourite |  |  |  |  |  |
| **Appealing adjectives**   * Only the crumbliest flakiest chocolate tastes like chocolate never tasted before |  |  |  |  |  |