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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
 |  |  |  |  |  |