Features of advertisements

Cut out these labels. Place those that describe your advert around it and draw lines from the label to the feature.

- Broad blocks of colour
- Humour – as a cartoon
- Humour- a joke
- Catch phrase or slogan
- Lots of text giving detail
- Only a very small amount of text
- Several panels or sections
- Eye-catching photo or picture
- Instructions for ordering
- Text to persuade you that you need the product
- Large print to attract attention