

# Top Tips from an Advertising Expert

**10** Hi there! I'm Ann Vert and I've been making adverts  
**23** for over 20 years. I'm here to give you my top tips for  
**27** creating the perfect advert.

**37** Firstly, think about your audience. What do they like and  
**45** what will persuade them to buy your product?

**56** My second tip is to have a snappy slogan. Something that  
**65** people will remember long after they've seen the advert.

**76** Lastly, my final tip is to include lots of information. Your  
**86** reader needs to know exactly why they should buy your  
**91** product instead of something else.

**98** Good luck with writing your own advert!

**101** A D Vert



# Quick Questions



1. Why does Ann say that you should include lots of information in your advert?

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2. Explain why someone might choose to read this text.

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3. Do you think that Ann D Vert is good at making adverts? Explain your answer.

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4. Summarise Ann's top tips using 15 words or fewer.

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# Answers



1. Why does Ann say that you should include lots of information in your advert?

**You should include lots of information in your advert because your reader needs to know exactly why they should buy your product.**



2. Explain why someone might choose to read this text.

**Pupils' own responses, such as: Someone might choose to read this text because they are about to write an advert and they're not sure how to start.**



3. Do you think that Ann D Vert is good at making adverts? Explain your answer.

**Pupils' own responses, such as: I think that Ann D Vert is good at making adverts because otherwise she wouldn't have been asked for top tips.**



4. Summarise Ann's top tips using 15 words or fewer.

**Pupils' own responses, such as: Think about your audience, have a snappy slogan and include lots of information.**