

WRITING

Writing an advertising text

LEVEL

Upper-Intermediate
(B2)

NUMBER

EN_B2_2131W

LANGUAGE

English

Learning outcomes

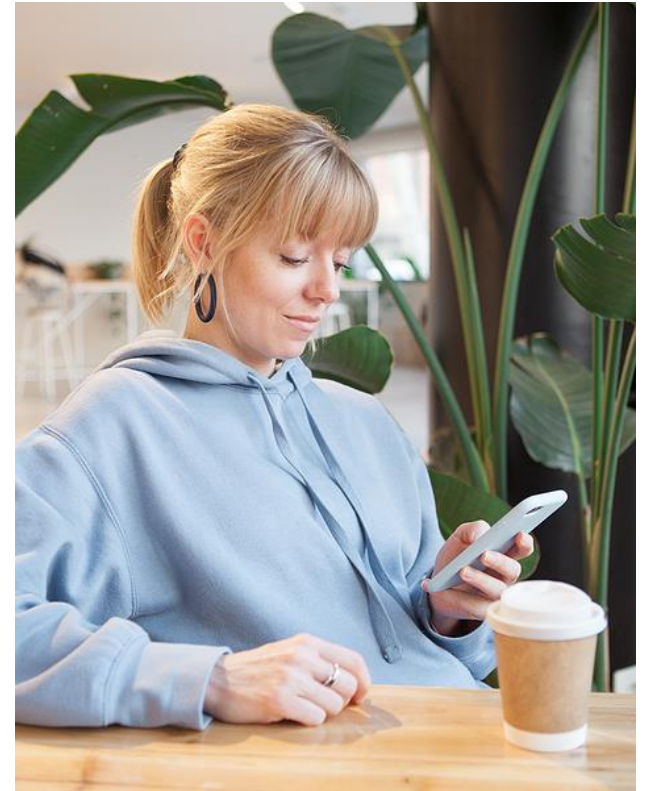
- I can identify and explain the structure of a text used in advertising.
- I can write an advertising text with clear, detailed descriptions.



Warm-up

**Do you remember any
advertising slogans?**

**Why do you think they're
memorable?**



Writing an advertising text

Read the tips for writing an advertising text.



When writing an advertising text, it's important to think about these questions:

- **What** are you selling or promoting? Be clear about this!
- **Who** do you want this advert to appeal to? Do you have a particular target audience, or do you want to appeal to everyone?
- **How** do you want your business to come across? What kind of company image do you want to project?

If you are advertising a **product**, **service**, or **event**, you need to be sure that people reading your text can understand it and that it is easy for them to access further information.



Discuss

1. **Read** the prompt in the yellow box.
2. Then in breakout rooms or together as a class, **answer** the questions below.

Think about either the company you currently work for or one that you have worked for in the past.

What sort of **company image** do they project?

How do they do this through their **advertising**?

Do they use a specific **tone** or **style** in their writing?

Who is their **target audience**?



Using adjectives

Adjectives can help make your product sound more appealing.

1. **Read** the adjectives 2. Which **product** do you think they would most likely be used to describe? *More than one answer is possible.*

1

modern

2

cost-efficient

3

authentic

4

delicious

5

hassle-free

6

reliable

7

spacious

8

fresh

9

eco-friendly

10

well-located

holiday homes

modern

car sharing service

cuisine

modern

Analysing advertising texts

1 **Read** the advertising texts. 2. **Identify** the *target audience* and *product* or *service* being advertised. 3. What *positive language* is used in each text?

Advertising texts

1



These cosy and affordable homes are perfect for first-time buyers!

2



An authentic and unpretentious restaurant. Good for those watching their budget!

3



We offer fast career progression. Perfect for the movers and shakers of the future.

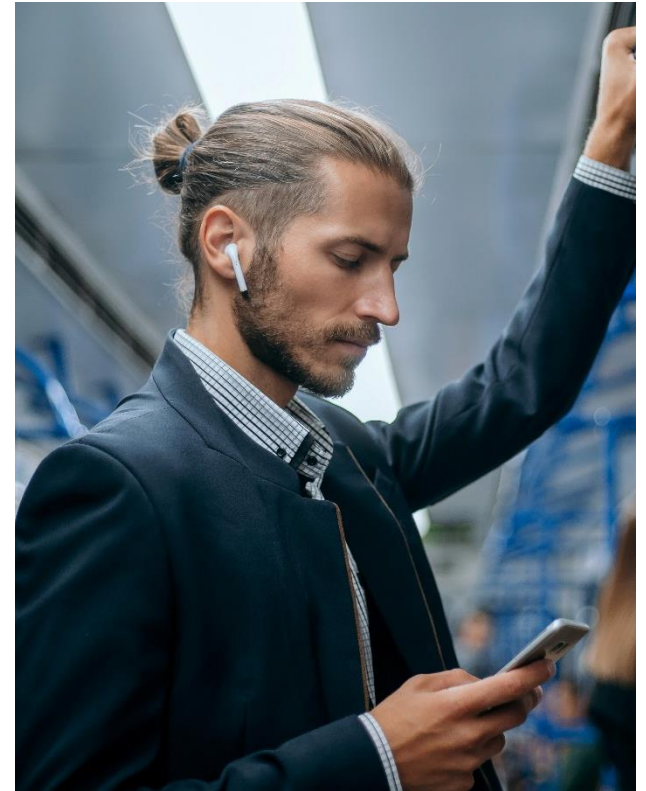


Discuss

Answer the questions below.

What are the different types of advertising you come across in a typical day?

Which adverts do you think are most effective? Why?



Scotland—the perfect holiday destination!

1. **Read** the advertising text. 2. Then **answer** the questions below.

Scotland is the ideal holiday destination for young and old alike. Come and explore our beautiful countryside – it's the perfect place for those who love outdoor activities like skiing and walking!

There's plenty to entertain families with young children, too. From the Loch Ness Monster to exciting theme parks, Scotland has something to keep kids of all ages entertained.

Don't forget to try our delicious cuisine while you're here: haggis, whisky, and shortbread are famous products, and with good reason.

With friendly people, stunning scenery and a ton of things to do, Scotland is a dream holiday destination!

Has this text encouraged you to book a holiday to Scotland?

Would you change anything about the text?

Which adjectives have made this advert more appealing to you?



Scotland is the ideal holiday destination for young and old **alike**.

Alike can be used after two groups of people or things to show that both groups are included.

Is there an ideal holiday destination in your country that is ideal for young and old **alike**?



Improve your language skills fast!

1. **Read** the advertising text. 2. Then **answer** the questions below.

Do you want to improve your foreign language skills quickly and efficiently?

Languages For You is the world's fastest growing online language learning tool. You can learn and improve your skills in any of the 30 different foreign languages that we offer.

Convenient access to learning materials from wherever you are in the world make this a great language learning tool for students and businesspeople alike. Learn when it suits you and improve your foreign language skills today!

Free 30-day trial available. Reply to this e-mail for more details.

Has this text encouraged you to try Languages For You?

Would you change anything about the text?

Which adjectives have made this advert more appealing to you?



Writing

It's your turn to write an advertising text!

1. **Choose** one of the products below to write about.
2. **Review** the tips on the right.
3. Take no more than **5 minutes** to **write** a text.

a new technological gadget

a holiday destination

a restaurant



- **What** are you are selling or promoting? Be clear about this!
- **Who** do you want this advert to appeal to? Do you have a particular target audience or do you want to appeal to everyone?
- **How** do you want your business to come across? What kind of company image do you want to project?



Reflection

In breakout rooms or together as a class, **answer** the questions below.

What do you find most challenging about writing an advertising text?



What is the best advertisement you've come across?



End of the lesson

Idiom

to bank on (someone or something)

Meaning: to depend on someone doing something or something happening.

Example: I wouldn't bank on Steve returning your call.



Additional practice



Annual company dinner

1. **Read** the advertisement. 2. Then **answer** the questions below.

To celebrate the hard work of everyone in the company there will be a dinner held next week on 30th May at 7pm at Restaurant Maggio's.

Everyone is welcome at what promises to be a fun and friendly event. Stop by, unwind and celebrate our successful first year in business! The food will be delicious, the atmosphere friendly and welcoming, and there will be top-class entertainment provided by local music acts.

Don't miss this great opportunity to celebrate with your colleagues!

Has this text encouraged you to go to this company event?

Would you change anything about the text?

Which adjectives have made this advert more appealing to you?



Write an advertising text (1/2)

1. **Read** the topics below.
2. **Discuss:** Who would be your target audience for each one?
3. **Discuss:** How would you describe each product or service?

luxury
apartments in a
trendy
neighbourhood

a car sharing
service in your
local area

an end-of-year
party at your
office

an online
English language
learning
package





Write an advertising text (2/2)

1. **Choose** one of the topics.
2. **Write** a short advertising text using **adjectives** and **positive language**.

luxury
apartments in a
trendy
neighbourhood

a car sharing
service in your
local area

an end-of-year
party at your
office

an online
English language
learning
package





Discuss

Answer the questions below.

Would you trust an advertising text with spelling errors? Why or why not?



What is the funniest advertisement you've ever seen?



Answer key

P.6: *one possible answer:*

holiday homes: modern, spacious, eco-friendly, well-located

car sharing service: cost-efficient, hassle-free, reliable, eco-friendly

cuisine: modern, authentic, delicious, fresh



Summary

Tips for writing an advertising text

- When writing an advertising text, it's important to think about these questions:
- **What** are you selling or promoting? Be clear about this!
- **Who** do you want this advertisement to appeal to? A particular target audience or everyone?
- **How** do you want your business to come across? What company image do you want to project?



Vocabulary

cost-efficient

hassle-free

unpretentious

movers and shakers

alike

