

Writing an advertising text

WRITING

LEVEL
Intermediate

NUMBER
EN_BE_3819W

LANGUAGE
English





Goals

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





Read all about advertising texts in this **exciting** lesson!

Learn how to write an **effective** and **easy-to-understand** text that will **appeal** to your audience.

Practise writing, learn new vocabulary **related to** advertising and have fun, all at the same time!



Preview and warm-up

- Being able to write an **advertising text** is a really useful skill.
- In this class, you will find out how to write an **effective** advertising text.



Have you ever written an **advertising text** before?



Discuss

Imagine you need to write an advertising text. What do you think is important to think about before you start writing?

type of
advertising text

target audience

company
image



Vocabulary

to appeal to

upbeat style

company
image

target
audience

to get a
message across

slogan

to persuade



to promote



Vocabulary in context



You need to think about who you want your text **to appeal to**.

Consider the **company image** when writing your text.



What **message** do you want **to get across** to potential customers?

It's important to try to **persuade** people to buy your product.





Vocabulary in context



An advertising text is one way in which you can **promote** your product or services.

A good **slogan** is a powerful advertising tool.



Does your text have a specific **target audience**?

The **style** and tone of an advertising text is important – make sure it is **upbeat** and positive.





Writing an advertising text

- We see **advertising** around us every day. In newspapers and magazines, on walls and **billboards**, and of course online.
- Advertising is important because it helps people **get a message across**. Advertising can be used to **sell a product**, **promote an event** or **persuade people** of an idea.

When writing an **advertising text** it's important to think about:

- **What** you are selling or promoting. Be clear about this!
- **Who** you want this advert to **appeal to**. Do you have a particular **target audience** or do you want to **appeal to everyone**?
- **How** 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**.



Company image

Think about either the company that 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**?





Advertising style

- When you write an **advertising text** you want to **encourage people** to use your product or service.
- Don't lie, but equally **focus on the positives**, not the negatives.
- Try to write in an **enthusiastic and upbeat style**.

These **cosy homes** are **perfect for couples** looking for a break by the sea that **won't break the budget!**





Using adjectives in advertising texts

- **Advertising texts** often aren't very long. Some texts might be a **leaflet** or **poster**, some may just be a **slogan**, and some could be a **short article**.
- It's important to use lots of **adjectives** when writing an advertising text. This helps to make your **product appealing** and gives the audience a **clearer idea** of what you are selling.
- See the examples below of **how to use adjectives in advertising texts**.

holiday homes	modern and comfortable holiday homes
car sharing service	convenient and cost-efficient car sharing service
language exchange event	friendly language exchange event
neighbourhood	buzzing and multicultural neighbourhood
cuisine	fresh and authentic cuisine



Advertising texts

Look at the short advertising texts on the cards below.
Identify the target audience and the product or service being advertised. What positive language is used in each text?

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



A perfect family dog—friendly and very affectionate!



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



We offer fast career progression – perfect for the movers and shakers of the future!





Advertising is all around us

Think about your typical day and discuss with your teacher all the types of advertising you come across.

Which adverts do you think are most **effective** and why?



effective advertising

Below are some things that help to make advertising texts **effective**:

- They **attract the attention** of potential customers.
- They are **persuasive** e.g. by showing people how a product or service can improve people's lives or solve their problems.
- They are **trustworthy**. They do not lie or exaggerate too much. They are also professional (for example, they don't contain spelling errors).

An advertising text with too many spelling errors might **attract attention** for the wrong reasons!



Thinking about effective advertising

Look at the topics on the cards below. Brainstorm how you would produce an effective advertising text for each topic.

Where would you advertise? Who would be your target audience? 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

Now write a short advertising text for each item.
Think about what you just discussed and remember to use lots of
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



Advertising text example 1

-

□

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To: holidaymaker@example.com

Subject: Scotland – the perfect holiday destination!

Scotland is the ideal holiday destination for young and old. 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!

Read through the e-mail above, which is promoting Scotland as a tourist destination.



Analysing the e-mail advertisement



Has the e-mail encouraged you
book a holiday to Scotland?

Would you change anything
about the text?



Advertising text example 2

	-	□	×
To: languagelearner@example.com			
Subject: Improve your language skills fast!			
<p>Do you want to improve your foreign language skills quickly and efficiently?</p> <p>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.</p> <p>Convenient access to learning materials from wherever you are in the world make this a great language learning tool for students and business people alike. Learn when it suits you and improve your foreign language skills today!</p> <p>Free 30-day trial available. Reply to this e-mail for more details.</p>			

Read through the e-mail above, which is advertising an online language learning tool.



Analysing the e-mail advertisement

Are you tempted to reply to the e-mail? Justify your answer.

What other details do you think should be included in the advertisement?





Advertising text example 3

<div>-</div> <div>□</div> <div>×</div>
To: All staff
Subject: Annual company dinner
<p>To celebrate the hard work of everyone in the company there will be a dinner held next week on 30th May at <i>Restaurant Maggio's</i>.</p> <p>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.</p> <p>Don't miss this great opportunity to celebrate with your colleagues!</p>

Read through the e-mail above, which is promoting a company dinner.



Analysing the e-mail advertisement



What would you change about the last e-mail to make it more appealing to the employees?



Write your own advertising text

Write an advertising text of at least 250 words on a subject of your choice. Before you start, brainstorm with your teacher to confirm that you have remembered all the important tips from this lesson.

— □ ×

To:

Subject:



Reflect on the goals

Go back to the second slide of the lesson and check if you have achieved all the goals of the lesson.

yes

no





Reflect on this lesson

Think about everything you have seen in this lesson.
What were the most difficult activities or words? The easiest?



If you have time, go over
the most difficult slides again





Homework writing activity

**Think about advertising texts you have read in the past.
Choose one that you find particularly effective and analyse it here.
Why does the text work? Who is the target audience? What adjectives
and positive descriptions do they use to sell the product?**

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A 2x3 grid of colored squares with labels. The top row contains 'food' (blue), 'technology' (light green), and 'sustainability' (light orange). The middle row contains 'office' (blue), 'travel' (blue), and 'social event' (light green). The bottom row contains 'sustainability' (light orange), 'travel' (blue), and 'social event' (light green). The squares are separated by thin white lines. The labels are in a simple, sans-serif font. The colors are muted and pastel-like. The overall layout is clean and organized.

food	technology	sustainability
office	travel	social event
sustainability	travel	social event

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