

# Advertising: Internet

If you decide on an Internet advertisement, you will need to produce a web banner to go either on a social media site or as a promoted link on a search engine. Your web banner can be no more than 140 characters and may just be a catchphrase or rhetorical question, with the theme park name and web address.

## Advantages:

- Mass coverage – reaching daily users.
- Quick and easy to produce and relatively cheap.

## Disadvantages:

- Impact is questionable – do people really click on the links or just ignore them?
- Limited amount of information in just 140 characters.

## Costs:

Promoted link on top search engine Geegle (1 month) = £10 000

Promoted on the social media site Smilebook (1 month) = £10 000



# Features of Advertisements

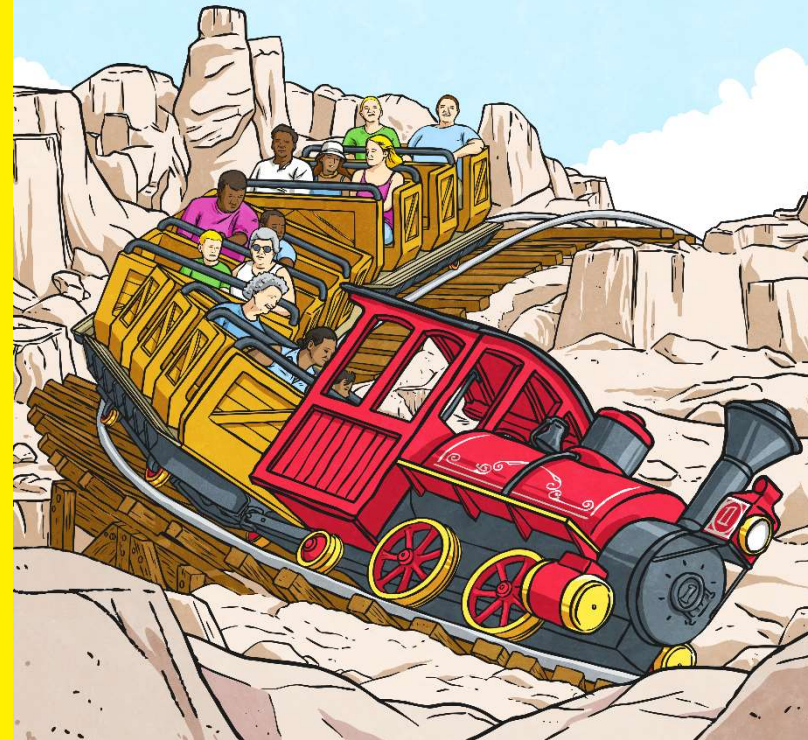
Depending on the marketing method(s) you have chosen, you will now have to design different advertisements using the writing frames provided.

Although all slightly different in their content and layout, persuasive adverts often have similar features:

**They contain imperative (bossy) verbs.**

Visit us today!

Come for the day out of a lifetime!



# Features of Advertisements

They contain key product information.



**Just off junction 33 of the M1. Follow the signposts.**

**[www.adrenalineworld.co.uk](http://www.adrenalineworld.co.uk)**

**Open every day from 10am – 6pm.**

**Prices start from just £15.**



# Features of Advertisements

They contain a slogan or catchy jingle.

## Adrenaline World

Come and feel the rush!



“If you like your insides turn upside down,  
come and try the rides at Crazytown!”



# Features of Advertisements

They contain rhetorical questions.

**Are you brave enough?**

Do you want to bring your family on a fantastic day out of a lifetime?



If they are visual, they need to be colourful, bold and eye-catching.



# Features of Advertisements

They use exaggerated vocabulary.



**Phenomenal  
Attractions**

**Stomach-  
Churning  
Excitement**

**Jaw-  
Dropping  
Sights**



# Designing Advertisements

You and your team must now work on designing the advertisements that you have decided upon. Use the Advertisement Writing Frames to help you.

**Remember, successful advertisements often include:**

**Imperative (bossy) verbs:** e.g. Visit us today! Come for the day out of a lifetime!

**Key product information:** e.g. Just off Junction 33 of the M1. Follow the signposts.  
[www.adrenalineworld.com](http://www.adrenalineworld.com). Open everyday from 10am – 6pm. Prices start from just £15.

**A slogan or catchy jingle:** e.g. Adrenaline World: Come and feel the rush!  
'If you like your insides turned upside down, come and try the rides at crazy town!'

**Rhetorical question:** e.g. Are you brave enough? Do you want to bring your family on the day out of a lifetime?

**Exaggerated vocabulary:** e.g. phenomenal, gut-wrenching, breath-taking etc.

If it's a visual advertisement, then it must be colourful, bold and eye-catching.

# Flash Task

Would your business like the opportunity to create some free publicity?

**Mega Drop Magazine** has asked you to write a rollercoaster review of the most thrilling ride at your theme park to appear free of charge in their next edition!

Read the example magazine review on the Zero Gravity ride.

Analyse its main features before writing your own article.

