

# Advertising Writing Frame:

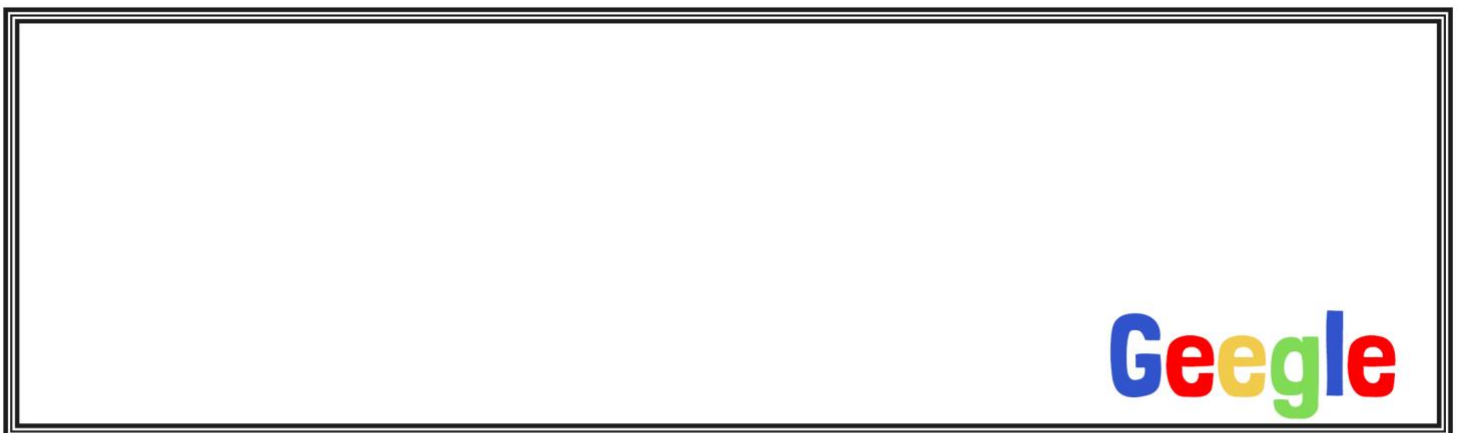
## Internet Web Banner

If you have decided on an internet advertisement, you will need to produce a web banner to go on their 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 e.g.



Design your web banners here:



# Advertising Writing Frame:

## Television Script

If you have decided on a TV advertisement, you will need to produce a 30 second script that contains key information, the website address and persuasive features (e.g. a jingle, exaggerated vocabulary, imperative language, rhetorical questions etc).

Just like a play script, write the name of the speaker or character followed by the lines they need to perform. Give any additional stage directions in brackets (e.g. cut to picture of Hellraiser ride).

Speaker	Lines to perform

# Advertising Writing Frame:

## Television Script

If you have decided on a radio advertisement, you will need to produce a 30 second script that contains key information, the website address and persuasive features (e.g. a jingle, exaggerated vocabulary, imperative language, rhetorical questions etc.)

Just like a play script, write the name of the speaker or character followed by the lines they need to perform. Give any additional directions in brackets (e.g. insert loud screaming sound!).

Speaker	Lines to perform

# Advertising Writing Frame:

## Billboard

If you have decided on a billboard advertisement, you will need to produce a 25cm x 15cm landscape advert (which will be scaled up to fit a 2.5m x 1.5m billboard) that contains key information, prices and persuasive features (e.g. a slogan, exaggerated vocabulary, imperative language, rhetorical questions etc).

# Advertising Writing Frame:

## Print (Newspaper or Magazine)

If you have decided on a print advertisement, you will need to produce a 25cm x 15cm landscape advert that contains key information, prices and persuasive features (e.g. a slogan, exaggerated vocabulary, imperative language, rhetorical questions etc).

