

FORM 6 ENGLISH

Monday 11th April 2022

Greetings to you F/6 students and I hope you are doing well at home. Malo e fanau 'etau to e a'usia e 'aho faka'ofa'ofa ko eni pea 'ofa pe 'oku mou ma'u ha mo'ui lelei. 'Oku ou tui pe 'oku mou ngaue pe ki ho'omou IA tu'uaki. Ko e kongā ko eni 'oku 'oatu ke tokoni pe ki ho'o fa'u ho'o tu'uaki. Ko e maau ho'o product pe service ke tu'uaki pea ke ta mai ki he mob 7718252.

WHAT TO INCLUDE IN EVERY ADVERTISEMENT.

- **Your logo or business name:** If your business's logo or name doesn't contain what you do, make sure to clarify that in the ad. For example, saying "Klimisch's Inc. Collision Repair" instead of just "Klimisch's Inc"
- **A CTA (call to action) with supporting contact information.** Say exactly why people should contact your business and what you can do for them. For example; "Call us at 7718252 for more information.
- **Information about your business.** Explain what your business does and how you intend to help your potential customers. Don't go overboard with the copy because you want to make sure they can read it quickly and easily.
- **Supporting visual elements like a photo or graphics.** This can be your logo, a picture of your business or a graphic related to your business.
- **Design guidelines.** You can make your ads are as visually compelling (powerful) as possible by following these simple guidelines.
- **Create a hierarchy of information.** Every piece of information in your ad should be weighted according to its importance. It's hard to read an ad in which everything is the same size.
- **Remember, less is more.** Don't overwhelm people with information. Keep it as simple as possible while getting useful information across to the viewer.
- **Use your space wisely.** Don't use every inch of white space because you can. Leave some "breathing room" so people can digest your message.
- **Use contrasting colors.** Strike the right balance between fonts and backgrounds to make sure that your copy is readable. The best combo is dark type on a light background because it's easier to read.
- **Think hard about typography.** Use different font sizes to highlight the importance of the copy. However, don't use too many font types or too many font colors (think one or two max).

(Typography – (n) the art of printing

(2) the style and arrangement of type.

LIST OF THINGS TO PUT ON AN ADVERTISEMENT.

- **Catchy Headline:** An advertisement must catch a reader's attention within a matter of seconds. A headline that is made up of a few words—three to five—and is engaging enough for people to stop and look at the ad is essential for an effective marketing campaign.
- **Powerful Image:** A single image can tell a story as powerfully as a paragraph of text. Choosing the right image, that both draws attention to your ad and fully conveys the story of your product, is as important as the words that accompany it.
- **Benefit for the Reader:** An ad should answer the “why” of purchasing the brand or product. This can be a subtext of your header, or implied by the image. If you sell a natural skin care line, an image of a clean face and a headline using words such as “pure” can tell the readers they should buy the product to obtain natural beauty. Sub-headers can also identify the benefit of the product. “*because nature is the best cleanser*” or “*why add chemicals when you can have something pure*” are examples.
- **Your Unique Advantage:** The ad must tell the reader why your particular brand of product is preferred over a competitor in the market. You can not only state the advantage but prove it using testimonials from users or statistics. The pure skin care line could boast it is the only line to contain organic jojoba oil from a particular geographic region and include testimonials from users who confirm the product has made a difference to their skin.
- **Call to Action (CTA):** The ad must tell the reader to do something, whether it's to claim a discount on the product, participate in a free trial or visit a retailer to purchase it for a limited time. The call to action can take many forms including a coupon, list of stores that sell the product with the invitation to visit them, or a website address where readers can sign up for news.

Read the Activity below for it will help you in creating your Advertisement.

- Adjectives are powerful words to use to captivate target audience.
- Lau e activity 'i lalo he 'e tokoni 'a e ngaahi adjectives ki he fa'u ho'o tu'uaki. Fili pe 'a e adjectives 'e 'aonga, pe 'oku totonu k eke ngaue'aki ke ne tohoaki'i e target audience pea ko e ngaahi adjectives ko ia 'e tokoni ke manakoa ho'o tu'uaki.

better or greater than any other

MAKE THE BEST UNSURPASSED ADS WITH SUPER ADJECTIVES

Pretty or elegant? Good or scrumptious? Nice or delightful? There is power in the adjectives you choose. Just like Clark Kent and Superman or Bruce Wayne and Batman, some adjectives are plain, ordinary, everyday words. Others are alter-ego Super Adjectives that leap into your customers' minds in a single bound. Adjectives are boring, but Super Adjectives impress, inspire, and convince your customers more effectively.

Look at these examples to see what I mean:

Before:

Great Top for Hot Summer Days
When it's hot outside, this top will help keep you cool. Made of cool nylon, you'll love how it sheds moisture. Available in four pastel colors.

After:

Perfect Tank Top for Hot Summer Days
When the temperatures are steamy outside, this tank will help keep you remarkably cool. Made of breathable 100% nylon, you'll love how it sheds moisture. Available in four spring-fresh colors.



See the difference? The latter paints a more vivid picture of the tank top than the former.

Adjectives vs. Super Adjectives

- Appealing - attractive, alluring, fascinating
- Best - excellent, unsurpassed, paramount
- Cool - trendy, fashionable, hip
- Different - unusual, exclusive, special
- Easy - effortless, trouble-free, user-friendly
- Fabulous - tremendous, magnificent, remarkable
- Handy - functional, ideal, well-suited
- Improved - enhanced, superior, refined
- Leading - first-rate, top-notch, supreme
- Mouthwatering - tasty, savory, succulent
- New - innovative, fresh, inventive
- Powerful - forceful, persuasive, compelling
- Reliable - dependable, steadfast, trustworthy
- Safe - secure, fully guarded, guaranteed
- Unique - distinctive, rare, matchless
- Vivid - vibrant, brilliant, stunning
- Wonderful - magnificent, amazing, astonishing