

FREE STUDENT PACK · GRADES 5–9

FREE
PACK

Advertisement Examples and Ad Planner

Three complete print ads with every part labelled, plus a planner that walks students through writing their own.

8 parts of an ad

3 labelled examples

Ad planner

Self-check

BREEZY

Still Buying a Plastic Bottle Every Day?



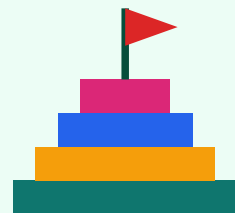
PAWS & GO

"Biscuit has never been happier!"



GREENFIELD LIBRARY

Can You Read 20 Books Before the Holidays?



The 8 Parts of an Advertisement

Most print ads use these eight parts. The layout below shows where each one usually sits on the page.



- 1 Logo**
A symbol people recognize at a glance. It builds trust.
- 2 Brand name**
Short, memorable and suited to the product.
- 3 Headline**
The biggest words on the page. It grabs attention, often with a question, a problem or a quote.
- 4 Image**
Usually the largest thing on the page. It helps the reader picture the product.
- 5 Body copy**
Three or four short sentences that sell the benefits.
- 6 Slogan**
A catchy phrase of six words or fewer, often with rhyme, alliteration or the rule of three.
- 7 Offer**
A reason to act now: a discount, a free trial or a prize.
- 8 Call to action**
Starts with a verb and tells the reader exactly what to do, where and when.

Before you write a word, decide on your **target audience**. It isn't printed on the ad, but it shapes every part of it.

Breezy Water Bottle

Target audience: students aged 10–16 and their parents


BREEZY

Still Buying a Plastic Bottle Every Day?



The average student buys three bottles of water a week. That's over 150 plastic bottles a year, and a lot of pocket money. The Breezy Bottle keeps water ice-cold for 24 hours, fits every school bag and never leaks. Fill it once in the morning and you're set until the final bell.

Sip. Save. Repeat.

Buy one, get a second for half price. This month only.

Grab yours at breezybottle.example before the month ends.

- 1 Logo.** Waves suggest cool, fresh water before you read a word.
- 2 Brand name.** "Breezy" sounds light, fresh and easy.
- 3 Headline: a problem question.** The reader answers "yes" in their head and reads on for the solution.
- 4 Image.** Ice cubes and a sunny sky show "cold on a hot day" without words.
- 5 Body copy: facts, then benefits.** "150 bottles a year" makes the problem real. "Set until the final bell" is the benefit.
- 6 Slogan: rule of three.** Three short verbs give it rhythm, so it sticks.
- 7 Offer.** A half-price second bottle gives a reason to buy two.
- 8 Call to action.** Starts with a verb. "Before the month ends" adds urgency.

Techniques spotted:

Rhetorical question

Statistics

Direct address

Rule of three

Urgency

Talk about it: Who is this ad really aimed at, the student or the parent paying? Find one word for each.

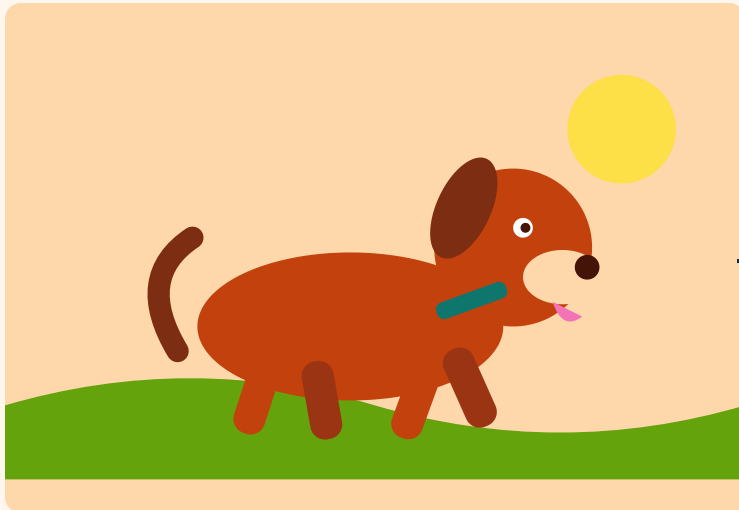
Paws & Go Dog Walking

Target audience: busy working dog owners



"Biscuit has never been happier!"

Maya, Paws & Go customer



Long workdays shouldn't mean a lonely dog. Our friendly, fully insured walkers take your dog on a 45-minute adventure while you're at work. You'll get a photo and a short report after every walk, so you never miss a wag.

Happy Dogs. Happy Owners.

Your first walk is free.

Book your free walk today at pawsandgo.example. Spots are limited!

- 1 **Logo.** A paw print tells you the business in one shape.
- 2 **Brand name.** "Paws & Go" says dogs and walking, with a bouncy rhythm.
- 3 **Headline: a customer quote.** A real-sounding person is more believable than the company praising itself.
- 4 **Image.** A dog mid-run with a big grin shows "happy" at a glance.
- 5 **Body copy: emotional.** "Lonely", "adventure" and "never miss a wag" make owners feel something.
- 6 **Slogan: repetition.** "Happy ... Happy ..." links the dog's happiness to the owner's.
- 7 **Offer.** A free first walk removes the risk of trusting a stranger with your pet.
- 8 **Call to action.** "Spots are limited" uses scarcity to push readers to act now.

Techniques spotted:

Testimonial Emotive language
Repetition Direct address Scarcity

Talk about it: Why does the ad name the dog "Biscuit"? Would "My dog is happier" work as well?

Greenfield Library Reading Challenge

Target audience: children aged 8–12

1



GREENFIELD LIBRARY

2

Can You Read 20 Books Before the Holidays?

3



4

Over 300 kids have already taken the Greenfield Reading Challenge. Pick any 20 books: comics, mysteries, dinosaur facts, even joke books count! Every book you finish earns a stamp, and every stamp gets you closer to the top of Book Mountain.

5

Every Page Is an Adventure.

6

Finish the challenge and win a free book of your choice plus a Champion Reader badge.

7

Sign up at the front desk this week!

1

Logo. An open book: simple enough for a child to draw.

2

Brand name. A local name makes it feel like “our” library.

3

Headline: a challenge question. Kids love proving they can do something.

4

Image. “Book Mountain” with a flag on top turns reading into a climb you can win.

5

Body copy: bandwagon, then a game. “Over 300 kids” says everyone is doing it. Stamps make progress visible.

6

Slogan: a metaphor. Every page becomes an adventure, not homework.

7

Offer. A prize and a badge kids can show off.

8

Call to action. Simple enough for a child to do on their own, with a deadline.

Techniques spotted:

5

Question headline

Bandwagon

6

Metaphor

Reward

Exclamation

6

Talk about it: This ad sells an activity, not a product. What is the library hoping you will “buy”?

Plan Your Advertisement

Name: _____ Date: _____

1 Get to know your product

Name your product, then turn three features into benefits. A feature is what it has. A benefit is what it does for the buyer.

Product name: _____

Feature (what it has)	Benefit (what it does for the buyer)
e.g. keeps water cold for 24 hours	e.g. ice-cold water at the end of sport

2 Picture your target audience

Invent one buyer. Write every line of your ad for this one person.

Age: _____ Interests: _____ Where they'd see the ad: _____

What problem does my product solve for them?

3 Choose your main persuasive strategy

Tick one big idea to lead with. You can add other techniques later.

- | | |
|--|---|
| ☐ Problem and solution | ☐ Testimonial (a happy customer) |
| ☐ Bandwagon (everyone's doing it) | ☐ Emotional appeal |
| ☐ Facts and figures | ☐ Humor |

Why this strategy suits my audience:

Write Your Advertisement

4 Headline and slogan

Draft three headlines and circle the strongest. Keep your slogan to six words or fewer.

Headline 1:

Headline 2:

Headline 3:

Slogan:

☐ My slogan uses alliteration

☐ ...rhyme

☐ ...the rule of three

☐ ...repetition

5 Body copy and offer

Three or four short sentences that sell benefits. Use "you". Aim for 40–80 words.

My offer (a reason to act now):

6 Call to action

Start with a verb. Say exactly what to do, where and when.

☐ Starts with a verb ☐ Says where

☐ Says when (urgency) ☐ Easy for my audience to do

Design Your Advertisement

Sketch your ad here. The dashed boxes are a guide; move them if your design needs it. Make the image the biggest thing on the page.

Logo + brand name

Headline

Image

Body copy

Slogan

Offer

Call to action

Advertisement Self-Check

Tick each box when your ad does it. Then swap with a partner and ask them to check it too.

My advertisement...	Me	Partner
has a logo and a memorable brand name	☐	☐
has a headline that grabs attention	☐	☐
is clearly written for one target audience	☐	☐
has an image that is the biggest thing on the page	☐	☐
sells benefits, not just features	☐	☐
uses "you" more than "we"	☐	☐
has a slogan of six words or fewer, with a sound device	☐	☐
uses at least three persuasive techniques	☐	☐
makes an offer that gives a reason to act now	☐	☐
ends with a call to action that starts with a verb	☐	☐
makes no claim I can't prove	☐	☐
has correct spelling and punctuation	☐	☐

Partner feedback

Star: one thing that works really well

Star: a technique they used well

Wish: one thing that would make it more persuasive

TEACHER NOTES

Using This Pack in One Lesson

About 60 minutes. Students finish the body copy and design for homework or in a follow-up lesson.

Time	What happens	Pages
10 min	Project Example 1. Label the eight parts together using the reference page.	2–3
15 min	In pairs, students cover the notes column on Example 2 or 3, annotate the ad themselves, then compare with the notes.	4–5
25 min	Students choose a product (invented products work best) and complete planner steps 1–4.	6–7
10 min	Share headlines in small groups. Each group picks the most persuasive and explains which technique makes it work.	7

Quick product ideas

A backpack that charges your phone · sneakers made from recycled plastic · a robot that tidies your bedroom · a homework app · a student-run bike repair shop · the school fair · adopting a shelter pet.

Want the full unit, ready to teach?

- Five lessons over about three weeks, grades 5–9
- Lesson plans, Google Slides and graphic organizers
- Kahoot quizzes, posters and independent tasks
- Assessment rubrics with answer keys

**Advertising & Marketing
Unit on TpT →**

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