

Worksheet 5: Advertising copy

- 1 Match each set of adjectives (1–4) to the product they describe. How do these adjectives create a positive impression of the product?**

a type of box of chocolates	a type of jewelry	a type of tool or gadget
a type of clothing or footwear	a type of vehicle	a type of tea or coffee
a type of pan	a type of building	

- 1 fresh wild sharp remote rare unique great-tasting
- 2 lightweight versatile comfortable top-of-the-line waterproof
- 3 rust-free light state-of-the-art innovative long-lasting
- 4 heat-resistant exclusive stainless steel removable perforated

- 2 Read the four product descriptions in the advertising copy on the next page. Check your answers to Exercise 1.**

- 3 These opening sentences are missing from the four product descriptions. Match each sentence (1–4) with its advertising aim (a–d).**

- 1 *Believe it or not, we aren't pulling your leg!*
 - 2 *Readers of Hiker International Magazine have praised Target boots for their rugged reliability.*
 - 3 *Have you ever thought to yourself that there must be an easier way of doing this?*
 - 4 *Meet the next generation of outdoor cookware!*
- a an independent and authoritative recommendation of the product
 - b a question that the reader will want to know the answer to
 - c a funny or intriguing comment that makes you want to read more
 - d an introduction to the product that makes it sound new and special

- 4 Read the four product descriptions again. Match the missing sentences in Exercise 3 with the product descriptions.**

- 5 Complete the sentences with the missing prepositions.**

- 1 It's great ____ opening cans or bottles.
- 2 Thanks ____ our use of new technology, it never breaks down.
- 3 It comes ____ lots of original features.
- 4 They're admired ____ their beautiful designs.
- 5 It's made ____ lightweight materials.
- 6 It's just right ____ covering up unattractive walls.
- 7 It's free ____ harmful additives.
- 8 It's been praised ____ its state-of-the-art technology.
- 9 It's designed ____ your needs in mind.
- 10 We're proud ____ our product.

Thumbsavers

A

_____ Well, that's why we've invented Thumbsavers. From now on, whenever you hammer in a nail, you can use our innovative, state-of-the-art Thumbsavers to protect your fingers and thumbs. Thumbsavers come with a built-in magnet at the end of the plastic-coated handle which grips nails, pins, screws, and tacks nice and tight while you place them just right for hammering or drilling. Made of light, rust-free aluminum, long-lasting Thumbsavers are great for positioning nails and screws in locations that your fingers just can't get to.

Monkey-picked tea

B

_____ Specially trained monkeys are used to climb steep cliffs to pick this rare, wild tea in a remote mountain region of China. Grown for centuries, and admired for its fresh, sharp taste by legendary emperors, monkey-picked tea has to be tasted to be believed. Order a package today, and we'll throw in a free booklet about how the tea is prepared and how the monkeys are trained. And remember that our product is free of additives, and no monkeys were harmed or mistreated in order for us to bring this unique, great-tasting brew to you!

The Steel Grill Pan

C

_____ Designed with the perfect garden barbecue in mind, our innovative, heat-resistant frying pan makes it easy to cook crowd-pleasing stir-fries, vegetables, and more on your grill. Thanks to our exclusive, perforated design, your favorite foods will take on a savory, fire-smoked flavor with the Steel Grill Pan. Tiny perforations on the pan's surface expose your foods to the fire, adding a fabulously rich, smoky character. Constructed of rugged stainless steel, its unique, patented design keeps even the smallest ingredients safely inside the pan, and it has a removable handle, which you can detach before cooking, and reattach when you're ready to easily move the pan on and off the barbecue.

Target Boots

D

_____ And we at Target are proud of our top-of-the-line product—Target Boots are the four-wheel drive of walking shoes. Our walking shoes are lightweight and comfortable, waterproof and durable. They will provide you with great traction control as well as the torsion stability needed to allow you to be well supported wherever the trail takes you! Target Boots are crammed with the latest refinements and technological ideas such as the tri-density foot bed. However, what is most important about these walking shoes is that they are versatile—you can wear them for activities ranging from gardening to dog walking to hiking.

6 Prepare advertising copy and a detailed product description for one of the products below. Remember to use an opening line that grabs the reader's attention, and lots of positive descriptive adjectives.

- Luxury Hands-free Car Phone
- Super Deluxe Portable Fan
- Spike Sports Sneakers
- Kitchen Giant Refrigerators

I CAN

write an attention-grabbing opening

use positive descriptive adjectives

use the correct preposition with a verb or adjective