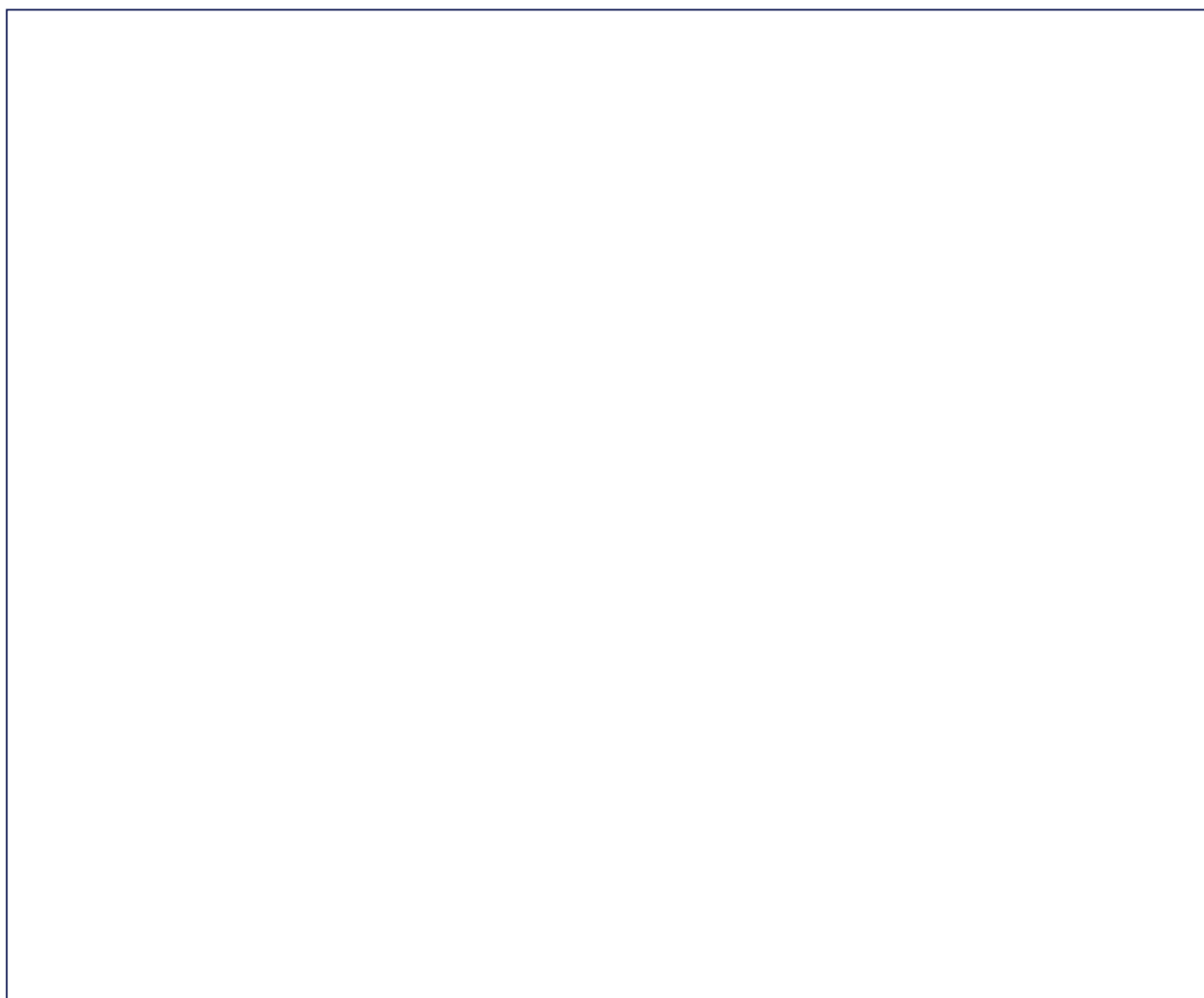


The Perfect Product Pitch: A Persuasive Drawing Challenge

Learning objective: To design a persuasive advertisement using emotive language and persuasive techniques suitable for a target audience.

Max the monkey wants to sell his new, eco-friendly invention: 'The Automatic Fruit-Peeler'. Help him design a colourful advertisement poster to convince the forest animals to buy it. Follow the steps below to complete your persuasive drawing.

Draw: Create a vibrant, professional advertisement poster. In the centre, draw Max the monkey presenting his 'Automatic Fruit-Peeler'. The style should be bold and eye-catching, like a high-street shop window advert. Include a clear, large title at the top, a prominent price tag of £14.99, and at least three speech bubbles containing persuasive 'power words' from the word bank. Ensure the layout is balanced, leaving space for a call to action at the bottom.



Label words: Ground-breaking · Essential · Limited edition · Spectacular · Guaranteed · Revolutionary · Must-have

Steps:

1. Step 1: Draw Max holding his invention in the centre of the page. Surround him with speech bubbles that

use 'emotive language' to describe why his invention is the best. What two persuasive adjectives will you use to describe the fruit-peeler?

2. Step 2: Near the bottom of your poster, draw a 'Price Tag' circle. Max is selling the device for £14.99. Explain why you have chosen to use an exclamation mark after the price to create a sense of urgency.

3. Step 3: Label your drawing with a 'Rhetorical Question' that directly addresses the customer (e.g., 'Are you tired of messy hands?'). Why is this an effective way to begin a persuasive advertisement?

4. Step 4: Add a 'Call to Action' at the bottom of your poster. Write one sentence that tells the reader exactly what to do next to purchase the item.

5. Compare and contrast: How would your advertisement be different if you were selling this product to a busy parent instead of a hungry monkey? Justify your choice of vocabulary.

6. What might happen if you included a 'Special Offer' (e.g., Buy One Get One Free) on your poster? How does this technique influence a customer's decision-making process?