

Max's Market Campaign: The Persuasive Pitch

Learning objective: To use persuasive language and emotive vocabulary to encourage people to visit a local farmers' market.

Max the monkey is helping his friends organise a local farmers' market! He needs your help to write a persuasive pitch to get everyone in the village to come along. Use the word bank to fill in the blanks and create a convincing advertisement. Then, complete the creative tasks below to help Max with his campaign.

Word bank: delicious · unbeatable · spectacular · essential · support · community · guaranteed · bargain

1. 1. Max wants to write a poster. Fill in the gaps: 'Come down to the village square for a _____ day out! We have _____ fruit and vegetables at _____ prices. It is _____ that you will find a _____ for your kitchen. By shopping here, you _____ our lovely _____ and enjoy the _____ atmosphere!' (8 marks)

2. 2. Write one 'rhetorical question' that Max could use to make people want to visit the market. (Hint: A rhetorical question doesn't need an answer, like 'Do you love fresh food?') (2 marks)

3. 3. Which two pieces of 'emotive language' (words that make the reader feel something) did you choose from the word bank, and why do you think they are persuasive? (2 marks)

4. 4. Max wants to sell a basket of apples for £3.50. Write a short, punchy sentence using a persuasive adjective to sell these apples. (2 marks)

5. 5. Why is it important to use 'imperative verbs' (bossy verbs) like 'Visit', 'Buy', or 'Join' when writing a persuasive advertisement? (2 marks)

Draw: Draw a colourful advertisement poster for Max's market. Make sure to include a catchy title, a picture of the fresh produce, and one persuasive sentence to grab the reader's attention.



Extension challenge: Imagine you are trying to persuade your friends to try a new vegetable. Write three sentences using 'alliteration' (e.g., 'Perfect, crunchy, colourful carrots') to make the vegetable sound more exciting!