

The Persuasive Product Challenge with Kit the Fox

Learning objective: To identify and apply persuasive language techniques to create a compelling advertisement.

Kit the Fox is launching a brand-new invention: 'The Homework-Helper 3000'. Use your creative skills to design an eye-catching advert for this product. Incorporate persuasive language, eye-catching visuals, and clear labeling to convince your classmates that they need this invention in their lives!

Draw: Draw a large, central illustration of the 'Homework-Helper 3000'. The style should be bold and professional, like a high-quality print advertisement. Include 'call-out' bubbles pointing to specific features of the invention, using arrows. At the bottom, leave a space for a special price tag (e.g., £29.99) and a bold 'Buy Now!' button. Ensure the layout is balanced and clear, using vibrant colours to grab the viewer's attention.



Label words: Emotive language · Rhetorical question · Superlative · Exaggeration · Direct address · Imperative verb · Alliteration

Steps:

1. Write a catchy slogan for Kit's invention using alliteration. Why does this technique make the product more memorable?
2. Compose a rhetorical question that you could place at the top of your advert to hook the reader's interest

immediately.

3. Explain why using emotive language, such as 'revolutionary' or 'essential', is more effective than simply saying the product is 'useful'.
4. List three imperative verbs you will include in your advert to encourage your audience to buy the Homework-Helper 3000.
5. Compare and contrast: How would your choice of vocabulary change if you were selling this to a teacher versus selling it to a fellow student?
6. Justify your choice of colour palette for your advert. How do certain colours influence the way a consumer feels about a product?