

Be Intriguing

- Five great reasons to give up⁹ smoking.
- How a new discovery made a plain girl¹⁰ beautiful.
- Do you make these mistakes?
- Are you ready to become a millionaire in 12 months?

Stir Emotion

- Have you lost touch with old friends?
- Are your loved ones worth £10 to you?
- How to take command at any meeting.

Ask Practical Questions

- Fed up¹¹ of rising fuel costs?
- Are you shy¹²?
- Do you feel overweight¹³?

Identify a Problem

- Do you have dandruff¹⁴?
- Tired of doing the dishes¹⁵?
- Having trouble sleeping?

Make a Claim

- How to make £40,000 a year working from home.
- The loudest noise in this new Rolls Royce comes from the ticking of its electric clock.
- This new face cream will make you look younger, or your money back.



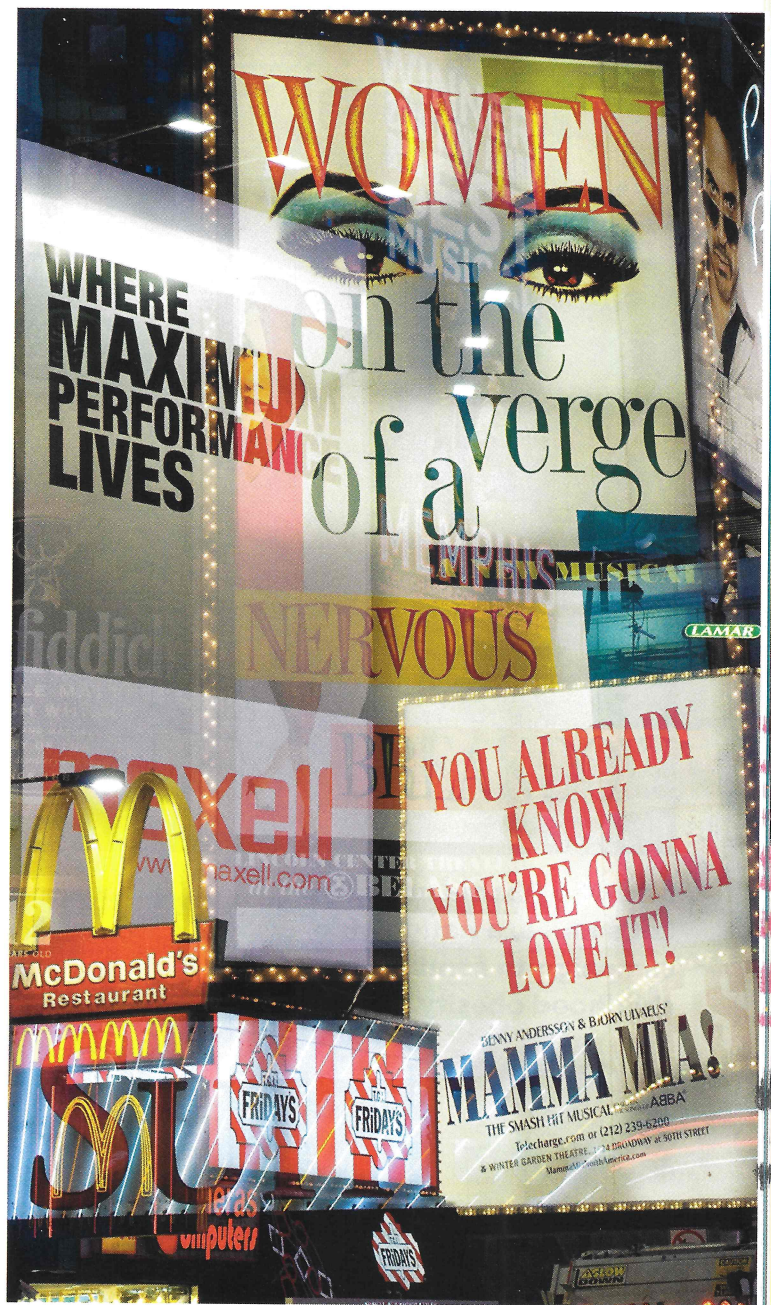
Use the Right Images and Layout

Make sure the images used reflect your brand values and give the right impression. Using a professional photographer may be expensive, but this can contribute much more to your brand perception.

Incite Consumers to Take Action

Make the next steps as easy as possible, whether it is visiting a website, dialing a number or walking into a high street shop.

Make it clear how they can obtain what you are selling, and give them some motivation to do it quickly. Limited offers are a great way of stimulating interest.



Your task

1. Work in small groups. Read the text and share with your group what you remember (in French). Then check in your book.
2. Analyze an ad (in a magazine, on TV, at the cinema or in the street) referring to the tips given in these pages. Show what the aims of the advertisers were and why this ad is effective.