

Persuasive Features for Adverts

Feature	What It Is	Example(s)
Powerful adjectives	Describing words that are really exciting and make your product sound GREAT!	The Thneed is the most beautiful, stunning scarf on Earth.
'er' and 'est' words	Words with the 'er' and 'est' suffixes that make it sound better than others, or the best!	It is softer and cosier than all the other scarves. The comfiest in the world!
Questions	Asking the reader a question to make them think that they need the product, or to make them think their old one is rubbish!	Do you always feel the cold in winter? Is your old scarf dull and boring? Maybe you need a Thneed...
Quotes	Amazing things that people have said about the product, with their voice in speech marks.	One customer screamed " this is the warmest scarf I have EVER had ".
Good price	Saying how much it costs and using words like 'only' or 'just' to make it sound like a bargain!	You can get a Thneed for a very low price of only £100!