



PLASTIC is NOT FANTASTIC!

Rhetorical question

Are you aware that 52% of all individual sea turtles are predicted to have eaten plastic? Just one item can increase the risk of a turtle dying by 22%. This increases to 50% if 14 items are eaten.

Facts/statistics

Catchy slogan
Play on words

Emotive language

When these vulnerable turtles tangle in plastic, it causes painful skin infections, dangerous septic abscesses, and even life-threatening limb amputations. The fact is, for them, TIME is running out.

Power of 3

Play on words (if you twist someone's arm, you try to persuade them)

Power of 3

Imperative (bossy) verbs

You can make a difference.
You can stop these creatures dying.
You can help make a change.

Can your arm be twisted to save theirs?

BORN TO BE WILD!

Catchy slogan

Did you know that deforestation in Sumatra has caused the disappearance of more than 50% of the tigers on that island.

Facts/statistics



Alliteration

Deforestation destroys the environment, demolishes homes and devastates lives. Stop this cruelty today!

Power of 3
Emotive language

Rhetorical question

Emotive language

For how long are we expected to stand by and watch innocent lives being destroyed for the greed of others? The time has come to CAUSE AN UPROAR!

Imperative
(bossy) verbs

SAVE THE TIGERS!

Play on words
(Tigers roar)