

Lots of adverts use word play, to help them stay in your memory, so that you will act on what they want you to feel or do.

Can you say what each phrase advertises or is associated with?

**Girl
Power**

**Just
do it**

**Every
little
helps**



I'm lovin' it

Taste

the Rainbow

*...because you're
worth it*

alliteration

Alliteration is a poetic device that uses the same letter sound at the start of adjacent or closely connected words in a sentence. It can add humour or help a phrase stick in the memory, so is often used in advertising.

The best four by four by far (Land Rover)

Made to make your mouth water (Opal Fruits)

rhyme

When two words rhyme they have word endings that sound similar. E.g. I love to write poems that rhyme. I do this often in my spare time It is used in advertising because words that rhyme, stay in the memory for longer. Ads are designed to make you think about them!

Beanz Meanz Heinz. (Baked beans)

No battery is stronger, longer. (Duracell)

Once you pop, you can't stop! (Pringles)



pun

A pun is a 'play on words,' where we use words that sound alike or have multiple meanings to write or say something funny. You often have to read them aloud, so you can hear what they are really saying!



Get N or get out
(Nintendo 64)

They're G-r-r-r-eat!
(Frosties)



repetition

Repetition is when a certain word, sentence or phrase is written more than once. Repetition is used in adverts to help make it more interesting and to help create patterns, that stick in the memory.

Have a Break, Have a Kit Kat.



It Keeps Going, and Going, and Going...
(Energizer)

Read the examples and then sort the given phrases into the table. They are ones that you could potentially use to create a poster about the plight of the orang-utans.

Do they contain alliteration, rhyme, repetition or are they a pun? Some may have more than one of these features. How many can you sort correctly?

SPICY EXT: Can you add your own examples?

Help the health of our habitats!

We're not stumped yet!

Don't grease their palms.

Support the mission; sign the petition!

Save the forests, save the orang-utans.

Save it to cherish or leave it to perish.

See the forest for the trees!

Restore order for orphaned orang-utans!

Deforestation damages diversity!

You're barking up the wrong tree!

To destroy our forest is treason!

Stop the hatchet man! Save the orang-tan!

Keep calm and cut down on palm.

alliteration	rhyme	pun	repetition