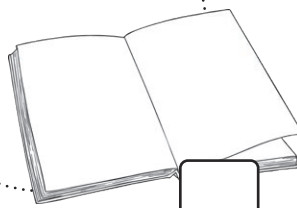


Features of an Advert



Is written in second and third person

Includes a catchy title or slogan

Includes a short introduction which directly addresses the reader

Appeals to the senses

Exaggerates all the positive points

Asks the reader rhetorical questions

Uses persuasive language such as powerful adjectives and memorable phrases

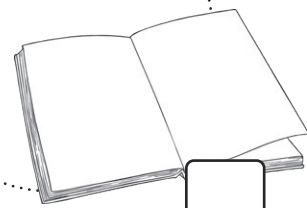
Entices the reader by showing customer comments, special offers and awards

Includes important information such as directions and contact details

Describes the facilities and features

Uses interesting layouts such as headings and bullet points to make information easy to find

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