

Understanding Adverts

Look closely at this online advert below. Discuss this advert with the class and then answer the questions that follow.



**Buy a
NetFlorist
Valentine's
range product**
and you could win a
Camelot Spa
"Romance and Roses"
package for two.

Order Now



* Valid from 26 Jan 2011 - 13 Feb 2011. **T&C's Apply.**

Answer the following questions:

1. *What do you have to do to win a Camelot Spa package?*
2. *What is the name of the package you could win?*
3. *Why do you think Camelot gave this package that specific name?*
4. *If you won this package, how many people would be able to go to Camelot Spa?*
5. *What does NetFlorist sell? How do you know this?*
6. *If you won the Camelot package, name two things you would receive when you went to Camelot.*
7. *All the roses in this advert were red in colour. Why do you think this colour was chosen?*
8. *How do you think you would pay for buying a NetFlorist product? Give a reason for your answer.*
9. *Why do you think this advert is only valid until the 13th February?*
10. *T & C's is an abbreviation for _____?*

Memo

1. You need to buy a NetFlorist Valentine's product.
2. "Romance and Roses".
3. This product is all about Valentine's Day. The words 'romance and roses' are symbols or images used around Valentine's Day.
4. Two people
5. Flowers because they are a florist or in the advert there are bouquets of flowers.
6. You could have a neck massage or a foot massage or hot stone massage.
7. The colour red depicts Valentine's Day.
8. Credit card because the father in the top part of the picture is holding a credit card and/or this is an online advert so there is an 'order now' button. When buying online you have to pay by credit card.
9. It is an advert for a Valentine's Day special and Valentine's Day is on the 14th February.
10. Terms and Conditions.