

**1. Which of the following features of advertising did you find in each advert? Place a tick beside each feature.**

*John Lewis*

Slogan	branding/logo	celebrity endorsement
product description	emotional appeal	attention-grabbing

*Boots*

Slogan	branding/logo	celebrity endorsement
product description	emotional appeal	attention-grabbing

*Debenhams*

Slogan	branding/logo	celebrity endorsement
product description	emotional appeal	attention-grabbing

**2. List similarities between each of these adverts.**

**3. Choose your favourite advert. In what way do you think this ad appeals to the emotion of the audience?**

**4. Overall, do you think that this type of advertisement is effective in persuading consumers to shop in these stores?**