LO: To create an advert

Adverts are used to persuade people to do something e.g. to go on holiday, to buy a new product.

In our case our advert will be to persuade someone to watch one of Walt Disney’s films. You will need to think carefully about the colours and images you use and keep the information short and to the point. People may only look at this poster out of the corner of their eye so it is important that it captures the readers attention and gives the reader all of the information they need about the film as well as a little insight to the film without giving the whole story away!