

Maximum grip all rubber soles - strong tops and laces - latest colour range

# Strobers

THE NEW NAME IN TRAINERS FOR THE SERIOUSLY SPORTY

The new name on the block

Strobers are in your favourite store today

SPECIAL INTRODUCTORY PRICE WHILE STOCKS LAST - SO HURRY, HURRY, HURRY - FROM

**ONLY £39.99**

PLUS, FREE JAMES POSTER WITH EACH PAIR PURCHASED THIS MONTH.

Whether you run, jump, kick, or just look cool, Strobers are for you.

JAMES FROM TRIGGER

Strobers they're cool, cute and canny

AVAILABLE FROM ALL MAJOR DEPARTMENT STORES AND GOOD SPORTS SHOPS

**FOR SALE - STROBERS**  
New range of sports shoe now on sale  
PRICE £40 - £70 PER PAIR

**Do you remember?**

Write a sentence to answer each question.

1. What are Strobers?
2. How much would a pair of Strobers cost you?
3. Where can you buy them?
4. What are the soles made of?
5. Who is promoting the shoes?
6. What extra gift do you get if you buy a pair this month?
7. How long is the special offer price available?

**More to think about**

1. There are two advertisements for Strobers.
  - a) Which one is more likely to attract your attention? Give your reasons.
  - b) What features described are the ones that would most appeal to you?
2. Advertisers want us to feel good about their products.
  - a) Which words in the top advertisement are 'feel good' words?
  - b) Which words are in the advertisement to appeal to sporty people?
  - c) Which words are in the advertisement to appeal to people who want to look cool?
  - d) Which words actually describe the shoes?
3. What other devices have been used to persuade you to go out and buy Strobers?
4. What sort of people do you think the big advertisement is aimed at? Would this sort of advertisement encourage you to think about buying Strobers next time you need new trainers?



**Now try these**

1. Why do you think that James, from the new pop group Trigger, has been chosen to be on an advertisement for sports shoes? Do you think well-known personalities do this for nothing, or do they get paid?
2. Give your opinion on these statements:
  - a) If you buy something because someone famous has their name on it, it is certain to be good.
  - b) If you don't buy immediately when an advertisement with an introductory offer appears, the product is certain to cost more later.
  - c) It is sensible for the company to use the word *Strobers* in this print every time. The brand name is more likely to stick in your mind next time you go to the shops.
3. Cut out and stick three advertisements into your book. Write about how well you think each of the advertisements does its job. Give your reasons.
4. Write and design your own advertisement for a new range of mountain bikes. Think of a good brand name, and carefully choose the 'selling' words you are going to use. Finally, make a strong, eye-catching and colourful, visual design.