

'What you are about to read is fictional and has only exercise purposes'

**Keyword** (focus on one keyword per sheet): **Sunglasses**

<p><b>Rhymes</b> (words ending with the same sound):</p> <ul style="list-style-type: none"><li>- phrases</li><li>- dresses</li><li>- mistresses</li><li>- juices</li><li>- classes</li><li>- oasis</li><li>-</li></ul>	<p><b>Alliteration</b> (words starting with the same sound):</p> <ul style="list-style-type: none"><li>- Sweet shades</li><li>- Sensational sunglasses</li><li>- Slick specs/shades</li><li>- Stylish sunglasses</li><li>- Summer season starts</li><li>-</li></ul>
<p><b>Synonyms</b> (words that have a similar meaning):</p> <ul style="list-style-type: none"><li>- shades</li><li>- spectacles</li><li>- specs</li><li>- cheaters</li><li>-</li></ul>	<p><b>Phrases, sayings and idioms:</b></p> <ul style="list-style-type: none"><li>- Oasis for your eyes</li><li>- High class sunglasses</li><li>- Sunglasses for your sunny days</li><li>- Sunglasses for men and mistresses</li><li>- Start your summer season with our stylish sunglasses</li><li>-</li></ul>

**Product or Service** (the thing you're advertising): Sunglasses

**Objective** (what you want to happen as a result of this marketing activity): Click on the ad that leads to the website and buy the product

**Audience** (your target reader/customer): Teenagers and young adults, age 18 to 30

<b>Features</b> (key facts about the product or service):	<b>Benefits</b> (what's in it for the user):
Stylish	<ul style="list-style-type: none"><li>- gives you high class look</li><li>- you'll feel more confident</li><li>- you'll look great on the street and on the beach</li></ul>
High quality material	<ul style="list-style-type: none"><li>- glasses will last you a long time</li><li>- if you drop them, they won't break</li><li>- they're gentle to your skin</li><li>- your nose or ears won't hurt even after a long usage</li></ul>
Case and lens cloth	<ul style="list-style-type: none"><li>- you don't need to buy them separately</li><li>- case gives glasses more protection</li><li>- when you don't need to wear glasses, you can simply put them in the case so they don't bother you</li><li>- case and lens cloth are useful if you travel</li></ul>

<b>Platform</b> (where your ad will appear):	<b>Call To Action</b> (what you want people to do next):
Social media	Click on the ad

## Flirty shades

Make this summer Your Best ever with our high quality Sunglasses.

Choose from many choices for men and mistresses.

We design our glasses to give your eyes the best possible experience and to make you look high style.

Buy Today and Get 20% off of Your First Purchase.

