

My advertisement of shuttlecock:



Shuttlecock

Fun game for everyone

Do you worry about your  being addicted to their **devices**? **Are you looking a fun game that can be played both indoors and outdoors?** Maybe you need a fun exercise in order

TO LOSE SOME POUNDS. ALLOW ME TO INTRODUCE YOU TO A VERY simple and interesting Chinese traditional sport -



shuttlecock. The goal of the game is to keep a heavily weighted shuttlecock in the air using your feet. In Chinese, this shuttlecock is simply called “Jianzi.” The primary source of Jianzi is a Chinese ancient game called cuju created in the Han Dynasty 2000 years ago. You can play it as a in competitive sport. There are so many different ways to play it! It’s all up to you! You can play among a circle of players, with some friends and family in a nice day in a street or park.

All you need is one shuttlecock,  a pair of comfortable



sneakers,  and at least one person  . Throw the shuttlecock in the air, kick it when it falls down, and repeat, kicking to keep the shuttlecock from touching the ground. It’s quite simple! With

good balance and patience, you can become a pro. Shuttlecock is cheap and easy to play! What a wonderful game for everyone! Go give it a try!

Tingting chen (ENG1121 E-115)

An example of advertisement: Fanta



LIKE A BURST OF SUNSHINE
through a cool wisp of wind,
IT'S *sweet* AND TANGY, ***SURPRISING AND*  JUICY.
IT TICKLES LIKE A DELICIOUS SECRET THAT YOU CANNOT BEAR TO SHARE.
AND HOW LUSH IT FEELS AT EVERY SP  *like an instant whiff of a fresh bouquet of flowers in spring!* 

With a quick,  and a sudden burst of
sugary-citrusy-sweetness,
IT LEAVES YOUR TONGUE TINGLING PLEASANTLY.
THEN, IT  CURLS DELICIOUSLY AROUND YOUR TASTE BUDS, 
TANTALIZING YOUR IMAGINATION & ripples happily down your spine.
ARE YOU STILL WITH US? GREAT!
CAUSE WE WOULD LIKE YOU TO TRY FANTA'S NEW
TASTE, DELICIOUSLY ORANGE.  YES, RIGHT NOW!

**JUST TEAR OFF A
PIECE OF THIS PAGE
 POP IN YOUR MOUTH
& ENJOY A FANTA BY TASTING THIS AD!**

Fanta is a registered trademark of The Coca-Cola Company. This edible paper contains potato starch, wheat flour, cross-linked starch, flavoring, food coloring, artificial sweeteners, saccharin and food-safe ink.

Advertisement example analysis:

Posted By: Bill Bruceon: February 26, 2013 In: Beverage, Marketing, Opinion

<https://www.foodbev.com/news/category/opinion/>

Source of image: Business Insider/Gizmodo

The print advertisement starts off by describing its orange flavour in great detail. The whimsical fonts spell out phrases such as, 'an instant whiff of a fresh bouquet of flowers in spring!' and 'a sudden burst of sugary-citrusy-sweetness... tantalizing your taste buds.' As Business Insider said, it takes 'augmented reality' to a whole new level.

The Coca-Cola company is invested in this writing, as they spend money on marketing in order to get the advertisement out into the general public and get the word out. Anyone who sees this advertisement can be impacted by it. They may be inclined to try out Fanta after seeing this ad. This is especially true for the younger generation (teens,) who may be compelled by the fresh and sugary taste of Fanta. Additionally, the company itself may also be impacted by this advertisement, as investing in marketing may boost sales for the company.

Pathos can be seen very clearly in this advertisement, as the advertiser uses very descriptive words and imaginative sensations in order to appeal to the senses of the audience.

Then the advertisement invites consumers to tear out the page and eat it, so they can taste the flavour for themselves. This advertisement is targeting the general public with these phrases, as anyone can enjoy a Fanta.

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SHUTTLECOCK