

Name:

School:

Age:

School Year:



in association with Lloyds TSB

"Brainstorm to Finished Design": Sheet 2 of 4. Create good copy

Copywriting skills are developed here. This should feed off the previous sheet and attempt to put into suitable words the main elements highlighted and chosen from the "brainstorm" and brief. Ideas for main headlines will also spring up.

Example:

For a limited period only, Joe Bloggs Garage offer you the chance to drive the car you've always wanted, at a price that's unrepeatable!

DRIVE A BARGAIN – Headline.

With stock levels high and in order to make way for new models, Joe Bloggs Garage offer you this "once in a lifetime" opportunity. Choose from our wide range of selected used cars.

Each vehicle is on offer at an unrepeatable price and comes with a full parts and labour guarantee.

What are you waiting for?

Treat yourself to a bargain – NOW.

Name, address, telephone number. Website