

Custom Candle

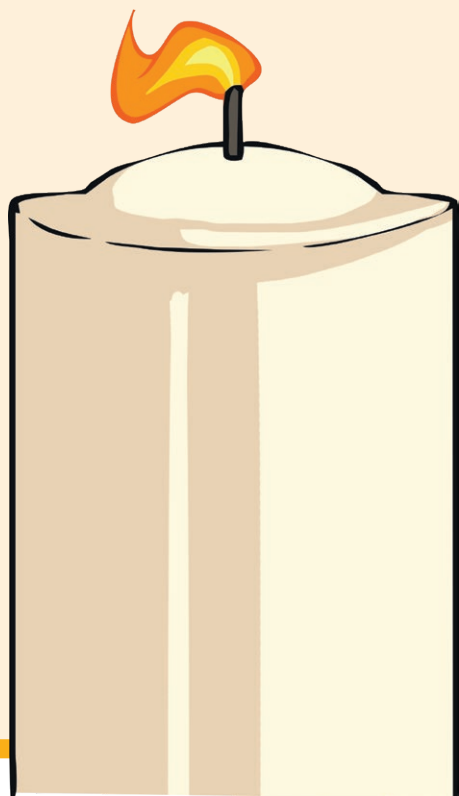
Are you tired of your parents stinking out the house with the pungent odours of vanilla and lavender? Ready to take control of the aromas in your own home? Then you NEED our Custom Candle in your life.

What is a Custom Candle?

What is a custom candle, you ask? Only the best candle in the world! Pick any flavour, any flavour you can think of, and we can make it into a fine powder. Simply sprinkle the powder onto your parents' boring candles and invite your nostrils to the party as the scent changes almost instantly*!

What kind of flavours are there?

We have a whole host of incredible flavours for you to choose from, or you can even request your own. One of our current bestsellers is Tasty Tortilla Chips, perfect for filling your home with the mouthwatering scent of cheesy, crunchy crisps! Or why not try out our Gummy Bears flavour? Your home has never smelled sweeter. Our Games Console Overheating is another very popular choice... bring the complex aroma of your favourite games console struggling to keep up with your scores straight into your living room for the whole family to enjoy.



How much do they cost?

Each pack of Custom Candle flavouring costs an amazing £20! But don't worry, your money is safe with us. For every £50 you spend, we buy ourselves a nice treat so that we feel satisfied and energised to keep creating exciting candle flavours just for YOU.

Don't hesitate! Pick up a Custom Candle today!

*Scent can take up to 24 hours to change.

Questions

1. Who is this advert aimed at?

2. Why is the word NEED capitalised in the introduction?

3. Why does the writer keep asking questions?

4. What is the purpose of the * at the end of the first paragraph?

5. Who do you think would enjoy the smells from the candles described in paragraph 2?

6. What do you think of the price of the candles?

7. What kind of words has the writer used to describe the smells of their candles? Why?

8. How does the layout of this advert make you want to buy a candle?

9. Do you think many people will buy these candles?

10. How would you make this advert better?

Answers

1. Who is this advert aimed at?
Children
2. Why is the word NEED capitalised in the introduction?
To make the reader think that it is important.
3. Why does the writer keep asking questions?
To make the reader feel like they are being spoken to directly.
4. What is the purpose of the * at the end of the first paragraph?
To give the reader extra information, which shows that the writer has exaggerated that the candle changes scent almost instantly.
5. Who do you think would enjoy the smells from the candles described in paragraph 2?
People who like cheesy crisps, sweets and games consoles.
6. What do you think of the price of the candles?
Any appropriate answer eg. they are very expensive.
7. What kind of words has the writer used to describe the smells of their candles? Why?
Incredible, mouthwatering, sweet, complex. These words make the candles sound like they will smell really good.
8. How does the layout of this advert make you want to buy a candle?
It is bright and colourful, and all the children smelling the candles look very happy.
9. Do you think many people will buy these candles?
Any appropriate answer, eg. yes because some people might like those smells, or no, because they are too expensive.
10. How would you make this advert better?
Any appropriate answer.