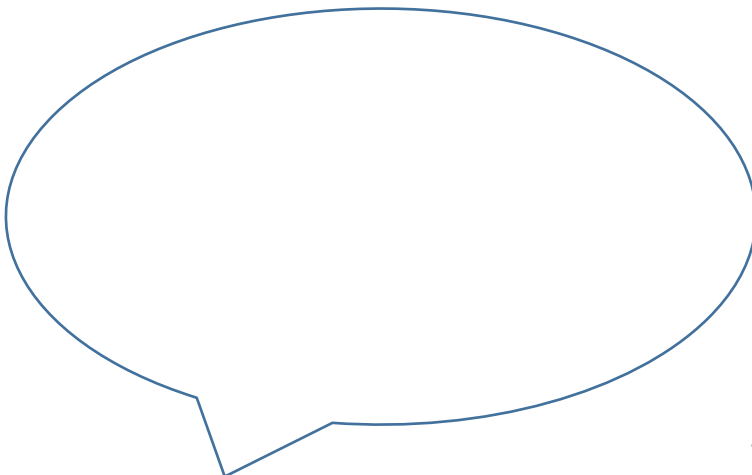
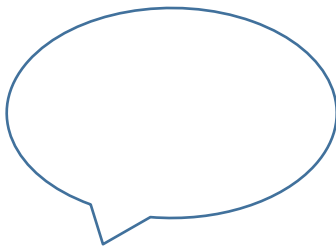
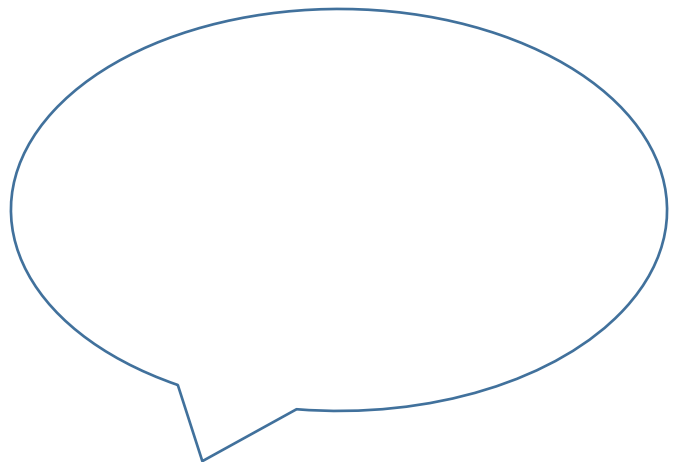
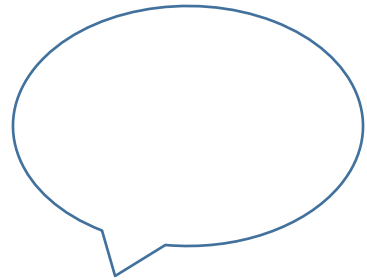
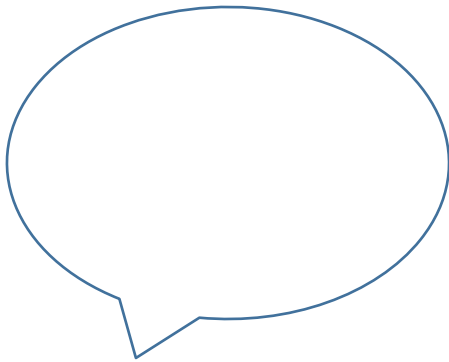


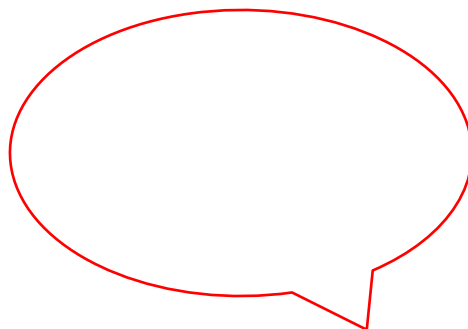
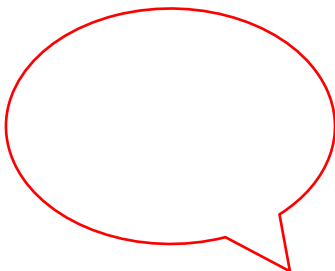
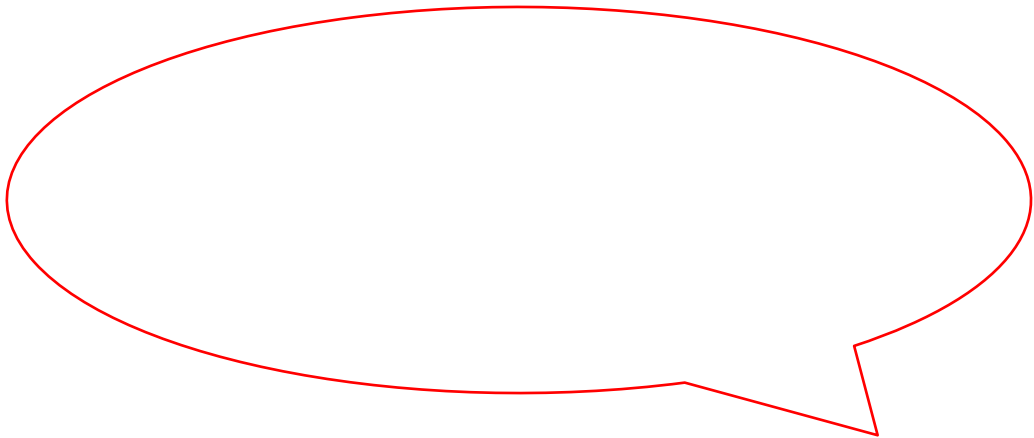
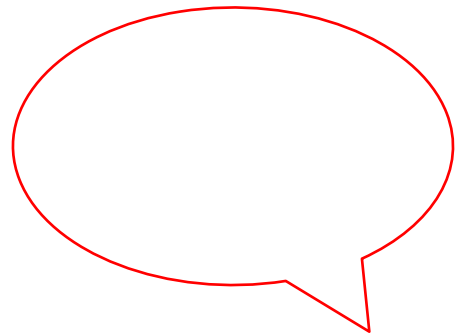
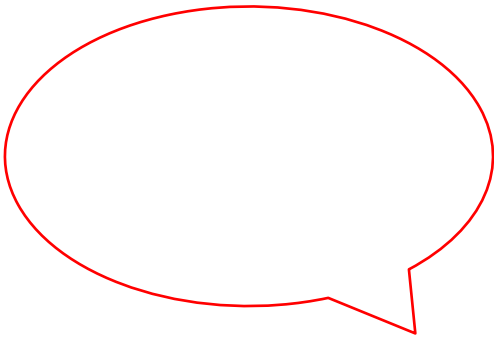
**Look at the shoes that Mr Botte has on sale.  
What kind of facts and information about  
the products might he use as a selling point  
to persuade customers to buy them?**



**TLS Resource 2a**

**Now look at the shoes that Mr Botte's competitor has on sale.**

**What kind of facts and information about *his* products might *he* use as a selling point to persuade customers to buy from him instead?**



**TLS Resource 2b**

What information and descriptive details  
might each shoemaker give about their  
products to persuade the customer to buy  
from them?

Mr Botte	His competitor

TLS Resource 2c

## How do the images below make you feel?



What about this image would make you want to try it? What words would you use to describe it?

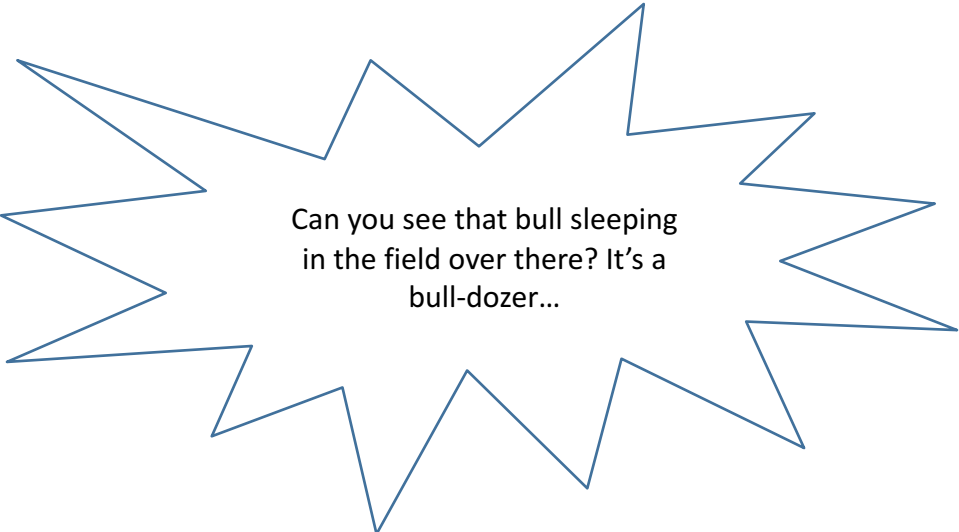
What about this image makes you want to help? What words would you use to describe it?



What about this image makes you want to visit there? What words would you use to describe it?

**TLS Resource 3a**

## Explain how wordplay is used in the puns below...




Can you see that bull sleeping  
in the field over there? It's a  
bull-dozer...



"Extra! Extra! Read all about it!"

### Strop Gear

TV host leaves racing car show  
after hitting a crew member.



Peter Piper's pickled peppers:  
The fieriest snack you can find.

Logo Design	Possible Slogan/Slogans

Have you always wanted...?

Did you know...?

Do you wish that...?

Why don't you try...?

Are you bored  
with...?

TLS Resource 5a



TLS Resource 5b





**TLS Resource 5c**