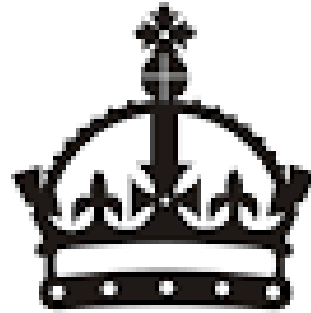
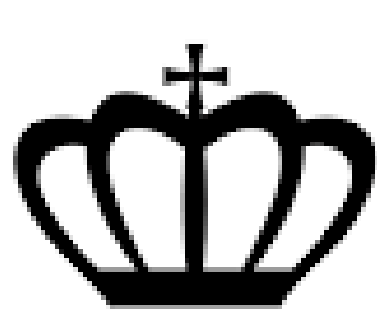




Rule of THREE

LO: To use a range of persuasive devices

In advertisement there are many devices used to persuade people to purchase their product.

These devices can also be used to persuade the reader to change their opinion about something.

Today we will be looking at 'Rule of Three'

‘Rule of Three’

The rule of three is a writing principle that suggests that a trio of events or characters is more humorous, satisfying, or effective than other numbers.

Take a look at the following examples of Rule of 3. Consider how effective they are.



Public Health
Agency



CATCH IT.



BIN IT.



KILL IT.

For information on COVID-19 see

www.pha.site/coronavirus



HANDS



FACE



SPACE

**HARD BREAKFAST?
SOFT BREAKFAST?
NO BREAKFAST?**



Dividing the nation since 1902.

Rule of Three

The rule of three suggests that when words, phrases and sentences are written in threes they are funnier, more satisfying and are more persuasive than any other amount of words.

Here are a few examples of companies that have decided to use the rule of three in their company slogans and adverts.

1. Every Little Helps – Tesco
2. Just Do It – Nike
3. Finger Lickin' Good – KFC
4. Power of Dreams – Honda
5. Believe in Better – Sky
6. I'm Lovin' It – McDonalds
7. Impossible is Nothing – Adidas
8. Greatness from Dominos – Dominos Pizza
9. Taste the Rainbow – Skittles
10. Snap, Crackle, Pop - Rice Krispies
11. Grace, Space, Pace – Jaguar
12. Ideas for Life – Panasonic
13. Because Change Happens – Zurich
14. Beanz, Meanz, Heinz - Heinz

On the next few slides you will have some pictures of products. For your task I would like you to create a catchy 'Rule of three' for each one.











