

Name _____



Attention Grabbers

Directions: Read the advertisement passage below carefully. Pay close attention to the **headline** at the beginning of the ad. Think about why the headline is written that way: does it grab attention, make a promise, or create curiosity? Answer the questions that follow, explaining how the headline affects the overall impact of the ad.

Headline: *"Unlock the Power of Energy in Every Sip!"*

Do you feel drained halfway through your busy day? SparkBurst Energy Drink gives you the boost you need to power through work, school, or sports. Packed with essential vitamins and natural caffeine, SparkBurst helps your body and mind stay sharp. Unlike ordinary sodas, SparkBurst has zero sugar and no artificial flavors. Athletes, students, and professionals across the country are already switching to SparkBurst for healthier energy. Don't wait—energize your life with SparkBurst today!

1. What is the headline of this advertisement?
2. What techniques does the headline use to grab attention?
3. How does the headline connect to the rest of the advertisement?
4. Do you think this headline would be effective for the intended audience? Why or why not?
5. Rewrite the headline in a different way that could still attract attention.