

Attention Grabbers Answer Key

Q1. Headline:

- "Unlock the Power of Energy in Every Sip!"

Q2. Techniques used:

- Uses strong action words ("Unlock," "Power").
- Suggests a hidden benefit ("in every sip").
- Creates excitement and curiosity.

Q3. Connection to ad:

- The headline promises energy, which the body of the ad supports with claims about vitamins, caffeine, and sugar-free benefits.

Q4. Effectiveness:

- Likely effective for people who need more energy (students, athletes, professionals) because it suggests empowerment and a quick solution.

Q5. Possible rewritten headline examples:

- "Fuel Your Day the Healthy Way!"
- "Sip Smart. Stay Strong."
- "Energy That Lasts Longer Than Coffee."

Teacher Notes:

- Emphasize that **headlines set the tone** of an ad and often decide whether someone reads further.
- Encourage students to think critically about what **makes a headline memorable**: action words, emotion, promises, or curiosity.
- Extension: Provide students with several real-world headlines (from magazines or online ads) and have them rank which ones are most effective and explain why.