

<p>Have a heading or title that grabs the reader's attention You could use alliteration or a rhetorical question here</p>	<p>Amazing Antarctica-visit this captivating continent</p> <p>How would you like to visit the most staggeringly beautiful place on the planet?</p> <p>Looking for adventure?</p>
<p>Explain why people should visit Antarctica on your cruise, give specific examples-use the text and video clip to help you You could for example mention:</p> <ul style="list-style-type: none"> • The stunning sights and animals they will see • The tours they can experience on Antarctica • The expert knowledge of the guides • The facilities on board the ship • How it is a once in a life-time trip 	<p>Journey to the very ends of earth on our luxurious cruise The Adventurer, walking in the footsteps of the ground-breaking explorers Amundsen, Scott and Shackleton. Watch the magnificent wildlife in its natural habitat including penguins, elephant seals and orca-a truly remarkable sight. Capture these images and many more stunning sights-making your friends green with envy. Truly breath-taking views are yours for the taking, miles upon miles of snow and ice. Not only that but we also have expert guides with extensive knowledge of the history, science and geography of Antarctica-learn while you travel, they are so enthusiastic and I guarantee you will love their talks on board our cruise. We offer a range of tours on Antarctica itself which really do offer something for everyone.</p> <p>You will be treated like a king or queen with our sumptuous cabins providing luxuries such as coffee makers, central heating, power showers, wall to ceiling windows (for those views) and comfortable sofas. We have an amazing chef who will serve an extensive menu throughout your journey with us.</p> <p>You should travel with us because we are the best in the business and experts at what we do. Not only do we have over 20 years of experience completing these expeditions, we really care about you having the adventure of a lifetime.</p>
<p>Positive language</p>	<p>Remarkable, stunning, phenomenal, breath-taking, thrilling, incredible, voyage of a life-time, exceptional</p>
<p>Use facts –make them up if you need to</p>	<p>See over 14 million square kilometres of snowy expanse.</p>

Use a rhetorical question	<p>Surely you wouldn't want to miss this once in a life time opportunity?</p> <p>Don't you think you deserve to be part of this luxurious expedition?</p>
Use the power of three-grouping three different things in the same one sentence.	Not only could you tread in the footsteps of Shackleton, but also see the magnificent sights and listen to our exceptionally trained experts talk about Antarctica.
Use paragraphs	New time, new place, new event
Check, check, check again	Have you included ALL your punctuation?
Include a positive quote from someone who has been on this trip previously in your advert.	Mr and Mrs Smith, who travelled with us on the Adventurer said "Without a doubt this is the most incredible trip we have been on. In fact it is the best thing we have ever done. The sights and sounds that we experienced will stay etched in our minds and hearts forever."
End your advert.	These are just a few of the many reasons why you should venture into the Amazing Antarctic with us-the Adventure awaits.