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| --- | --- | --- | --- |
|  | **ADVERT 1**  | **ADVERT 2**  | **ADVERT 3**  |
| **Design features** (colour, shape, line, balance, focal point, images)  |  |  |  |
| **Text features** (font, size, bullets, titles, headings, subheadings, italics, bold, labels, captions)  |  |  |  |
| **Intended audience**  |  |  |  |
| **Possible category**  |  |  |  |