

## Section 1

### #1: Opening paragraph (first three lines)

#### Strengths:

- Your direct address to the audience ("burger lovers, chip champions, and shake sippers") creates a friendly and welcoming tone that immediately connects with listeners
- The simple three-part structure ("good foods...great foods...Hungry Jack's") builds up nicely to your main point

**Missing emotional hook** → While your opening gets attention, it doesn't tell us *why* this message matters to the audience. Think about starting with a question or a moment that makes people feel something personal. You could ask listeners about their own bad days or disappointments with other foods before revealing your solution. This would make them care more about what comes next.

**Exemplar:** *"Have you ever felt completely let down by your lunch? Have you ever paid good money for a meal that left you still hungry and disappointed? I have – until I discovered Hungry Jack's."*

---

### #2: The "healing" paragraph (the cold Monday story)

#### Strengths:

- Your sensory details (smell, sound, sight) help readers imagine being there and make the scene come alive
- The contrast between feeling terrible and feeling better creates a clear before-and-after structure

**Thin supporting details** → Your story jumps from "bad day" to "walking through doors" without explaining what made the day bad or how exactly the food helped. Adding one or two specific examples would make this more believable and relatable. What happened during your bad day? Did you fail a test? Have an argument? Miss the bus? These details would help your audience see themselves in your story.

**Exemplar:** *"Let me paint a picture. It's a cold, miserable Monday. I've just failed my maths test, missed the bus, and my best friend is angry with me. My stomach is growling, and the world feels against me. Then I walk through the doors of Hungry Jack's..."*

---

### #3: The "choice" section (final four paragraphs)

#### Strengths:

- Your call to action uses strong, clear commands that tell the audience exactly what to do
- The repetition of "Choose" creates a rhythm that makes your ending memorable

**Vague reasoning** → You tell readers to choose Hungry Jack's, but you don't give them specific reasons based on what you've already said. Your ending should connect back to your earlier points about flavour, portions, and reliability. Right now, you're just repeating "choose" without reminding people *why* they should choose it. Link your conclusion to your best evidence from earlier paragraphs.

**Exemplar:** *"So next time you're hungry, remember those flame-grilled burgers that turn bad days around. Remember those generous portions that actually fill you up. Remember that unbeatable flavour. Choose Hungry Jack's – because you deserve real food that delivers real satisfaction."*

---

■ Your piece shows strong enthusiasm and energy throughout, which keeps readers interested. You've included some persuasive techniques like repetition ("some food...some meals...some burgers") and sensory language that work well for a speech about food. However, your writing would benefit from deeper development in several areas.

First, your arguments need more substance. Whilst you make claims about Hungry Jack's being superior, you don't explain *how* or *why* it's better beyond just saying it tastes good. For example, when you mention the Whopper's "glorious layers," you could describe what those layers are and why they work together. When you talk about "real portions," you could compare the size to competitors or explain what makes the portion size right.

Additionally, your personal story needs more detail. The Monday example is a good start, but it feels rushed. Spend more time building up the problem before revealing the solution. Show us the empty

feeling, the frustration, the specific moment when you decided to go to Hungry Jack's. This would make the "healing" moment more powerful and convincing.

Your facts also need strengthening. You mention "over 150 million burgers" but don't explain what this number means. Is that in Australia? Worldwide? Per year? Connecting this statistic to something your audience understands (like "that's enough burgers to give every Australian six burgers each year") would make it more meaningful. Also, your comparisons to other foods stay quite general. Instead of just mentioning "sad little salad," you could reference specific competitors or situations where you've been disappointed, which would make your argument feel more grounded in real experience.

---

**Overall Score: 40/50**

---

## Section 2

Ladies and gentlemen, burger lovers, chip champions, and shake sippers, thank you for being here.

Today, I stand before you with one very important message.

There are good foods. There are great foods.

And then, there is Hungry Jack's.

**#1** Now, I've eaten fancy meals served with tweezers. I've suffered through soggy toast and dry salads pretending to be gourmet. I've been tricked by healthy snacks that promised joy and delivered sadness. But ~~whenever~~ [when] I need real food, real fast, that never lets me down, I go to one place.

Hungry Jack's.

**#2** Let me paint a picture. It's a cold, miserable Monday. I've had a bad day. My stomach is growling. The world feels against me. Then I walk through the doors of Hungry Jack's. I smell the flame-grilled burgers. I hear the fries sizzling. I see the golden buns, the melted cheese, the glorious layers of the Whopper. That moment turns everything around.

That's not just food. That is healing.

Some food is light. Hungry Jack's is loaded.

Some meals are tiny. Hungry Jack's is towering.

Some burgers whisper. Hungry Jack's shouts with ~~flavor~~ [flavour].

Here's a fact. Over 150 million Hungry Jack's burgers are sold every year.

Here's an opinion. That number should be double. Possibly triple.

Why? Because Hungry Jack's doesn't just feed your hunger. It feeds your soul.

Let's be honest. Would you rather nibble a sad little salad or demolish a bacon deluxe? Would you ~~prefer~~ [rather have] dry crackers or thick-cut chips, fresh out of the fryer?

Hungry Jack's gives you real portions, real ~~flavor~~ [flavour], and real satisfaction.

Some call it fast food. I call it first-class food.

It is affordable, dependable, and absolutely unforgettable.

**#3** So I ask you now. Next time you're hungry, don't waste time. Don't second-guess. Don't settle for something that tastes like disappointment.

Choose comfort. Choose taste. Choose satisfaction.

Choose Hungry Jack's.

Because when it comes to food, there are hundreds of ~~options~~ [choices]. But ~~only one~~ [there's only one] king.

And that, my friends, is Hungry Jack's.