

Recall

What can you remember?

1. What is a USP?
2. Why are these important in advertising?
3. What 6 things are important in an advert (think back to Lesson 1 and 2)?
4. Who is the best teacher in the world?
5. When would you write a short speech advertising your product?

Recall - ANSWERS

What did you remember?

1. Unique selling point
2. You use these to gain people's attention
3. 6 things:
 - Audience
 - Date of advert
 - Design
 - Appeals to specific audience
 - Persuasive techniques
 - Language choices
4. Mr Hall (don't know how that question got in there!)
5. When you are making a pitch to someone à la Dragons' Den or The Apprentice

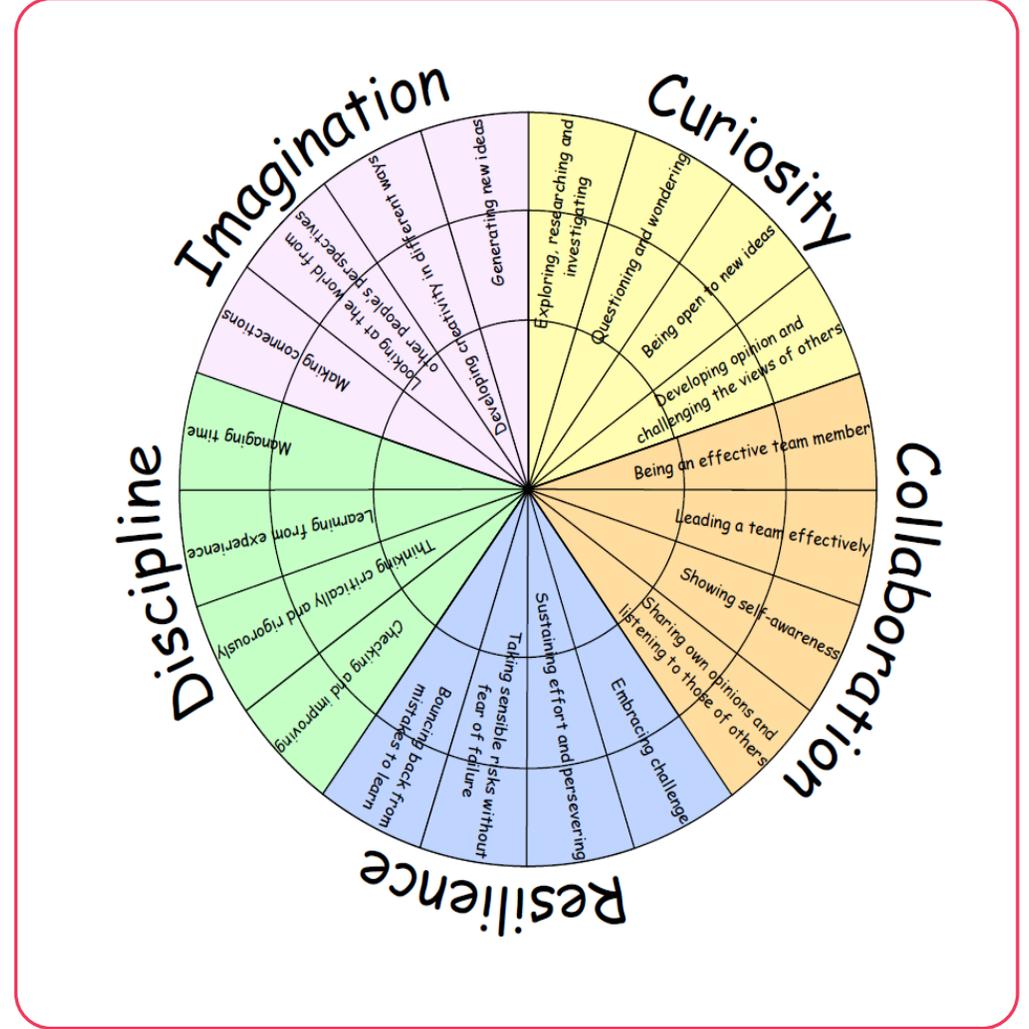
A group of five business professionals (three men and two women) are gathered around a table in a meeting room. They are looking at documents and a tablet, appearing to be in a collaborative discussion. The image is dark and semi-transparent, serving as a background for the text.

Advertising – Day 5

Year 6 - English

Objective

To be able to create an advertising campaign for a new product



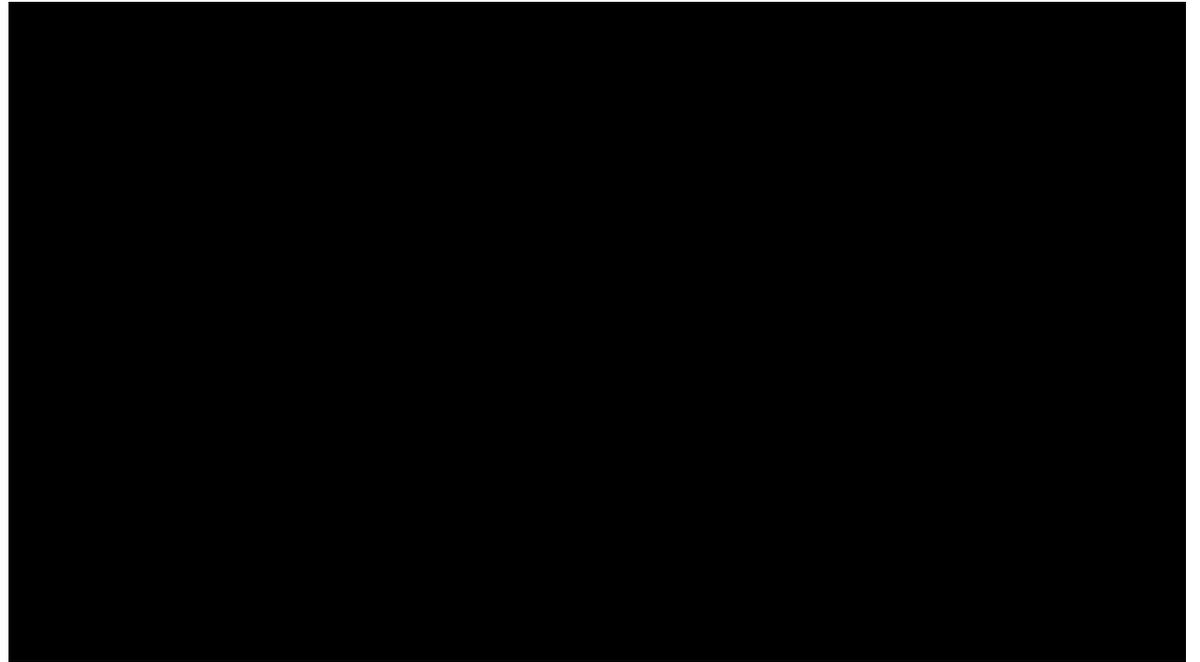
Advertising Campaign

I would like you to produce an advert and a pitch to sell this new product – a day's worth of food in a bag!

Watch the videos, look at the contents of the bag and then make an advert and write a pitch for this amazing, life-changing product (I'm trying to help you out a bit here!).

The Product...

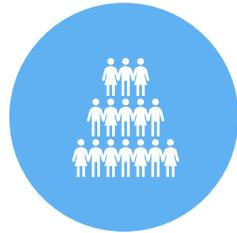
[https://youtu.be/XQ8uWA
XwBNg](https://youtu.be/XQ8uWA
XwBNg)



The process



WHAT IS THE USP OF THE
PRODUCT?



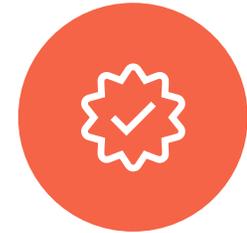
WHO IS YOUR
AUDIENCE?



WHAT WILL YOUR
DESIGN LOOK LIKE TO
APPEAL TO THAT
AUDIENCE?



WHICH LANGUAGE
FEATURES WILL BE MOST
EFFECTIVE?



HOW WILL YOU
PERSUADE YOUR
AUDIENCE TO BUY IT?

Contents

- Water-fuelled cooker (the white bag)
- Chilli (bean or beef)
- Apple protein drink
- Pineapple energy drink
- Cookie-flavoured oat bar
- Chocolate
- Wipes
- Napkins
- Cutlery



Your task



Create a picture advert (with very few words) to sell your product



Write a short pitch as if you were trying to sell the product on Dragons' Den or on The Apprentice.