



Co-funded by the
Erasmus+ Programme
of the European Union



Osnovna škola Bartola Kašića
Vinkovci
Erasmus+ project 2020-2022
S.O.F.T. – Start our future today

Lesson Plan

Advertising products

Teacher: Gordana Maršić

Time: 90 minutes

Level: intermediate

Age: 14-15

Objectives: learn new vocabulary, learn about the importance of advertising, types of advertisements, learn about target consumer groups

Outcomes: students will be able to name different types of advertisements, will be able to identify target consumers for their product, explain how they want to advertise it, make a slogan and design ad for their product

Activities: listening, speaking, writing, drawing

Student grouping: whole class, small groups

Materials and equipment: magazines, leaflets, photographs, paper, glue, pencils, computer with internet access, Powerpoint presentation

Literature: Biserka Džeba, Maja Mardešić: Way to go 5 plus, Školska knjiga, Zagreb, 2013

Preparation: find magazines and advertisements, take photos of billboards, prepare Powerpoint presentation

PROCEDURE

1: 25 minutes

You all have school mini companies or you can pretend that you have a small company and produce something. If the product is new, people do not know about it. If you want to increase sales, what must you do? We must advertise the product or service

Do you need much money for it?

What is the difference between advertisements and commercials?

Advertisements (or ads) are in newspapers, magazines, on big boards on buildings or by the

side of the road, on your computer
(I show students magazines, leaflets, photographs,...)
Commercials are advertisements of radio, TV, internet

There are numerous advertising strategies:

(For every strategy I ask students if they can name examples, then I show them examples in Powerpoint presentation)

a) a scientific approach

a person in a white coat (an expert) tells us about the product, how good it is for us
(usually toothpaste)

b) famous persons' recommendations: a famous person recommends a product, maybe people will believe what famous people are saying simply because they are successful, rich and beautiful (athletes, actresses,...)

c) comparison : the advertiser compares the product with the similar one on the market, their product is usually better, faster, tastier or more comfortable
(usually detergents)

d) a story around the product: advertisers create a story in which a product has an important role, the story is interesting, funny or has a surprising end, groups of friends, families in stories are usually perfect, good looking, happy, get on well with each other
(a boy and a girl – story about love and Coca cola)

e) a free gift: by buying the product we get a free gift
(chocolate and a toy, coffee and a mug,...)

f) a catchy slogan: a commercial repeats a catchy slogan several times, good music makes it easier to remember

Exercise: Match the slogan to the product -

Nike- Just do it!

LG – Life is great

Nokia - Connecting people.

McDonalds – I'm lovin'it!

L'Oreal – Because I'm worth it!

Red Bull – It gives you wings!

Skittles - Taste the rainbow.

KFC – Finger lickin' good.

Mr Muscle – Does the job you hate.

There are lots of pages named Free slogan maker on the internet.

2: 5 minutes

some Characteristics of different types of advertisements and commercials

- commercials on radio need more humour than the ones on TV

- some products are advertised more before holidays (toys, perfumes,...)

- billboards must not have a lot of text

- advertisements in magazines - Z pattern advertising

design based on theory that people will scan images from left to right, and top to bottom

(Example photos)

3: 10 minutes

Advertising principles:

AIDA principle

A – attention – we must first attract the reader's or viewer's attention

I – interest – we give some information to create interest

D- desire – something is used to make you desire the product

A- action – we must urge the customer to act, go and buy the product

Discussion about the principle: do we really behave in the way advertisers want us to behave.

4: 10 minutes

Identifying target group

Who are you going to sell your product to?

You must identify your target consumers:

Male or female, children, teenagers, adults, married or single, living in cities or villages, lower class, middle class or upper class,...

Questions: Who would you try to sell beer, new mobile phone, skin cream, washing powder, expensive car, pain relief gel, high heeled shoes, running shoes , ...to

5: 10 minutes

Choosing the target group and the ideal type of advertising for a product:

I show students advertisement, they say who it is for, where it is published, and then

I show them the magazine (e.g. lawnmower – middleaged family people, magazine My beautiful garden; car tyres – men, magazine for automobile club members)

How would you advertise cough syrup?

ad or commercial on TV (when – during the day, in the evening, late at night,...), who is target buyer (mother buying for children)

How would you advertise cereals, sweets, toys, cars, pots and pans,...?

6: 30 minutes

Group work:

Students are divided into groups of 4 and they are given a picture of a product.

They think of a name for the product and how they want to advertise it:

They can design a logo or write a slogan

(they can use free slogan maker on the internet)

- name of the product or company
- logo
- target consumers
- advertisement design / description of a commercial

Groups present their work to other groups