

Dino Advertising Challenge!

This is a creative advertising response to your Dinosaur Isle visit.

- ▶ On your trip you will have seen that the Isle of Wight was home to many dinosaurs.
- ▶ Did you know that the Isle of Wight is the most important site in Europe for dinosaur fossils?

Student Introduction

- ▶ It would be good for the Isle of Wight economy to get as many visitors to visit as possible.
- ▶ Can you help by designing an advert that sells Dinosaur Isle and the Isle of Wight in a really positive way?

TASK

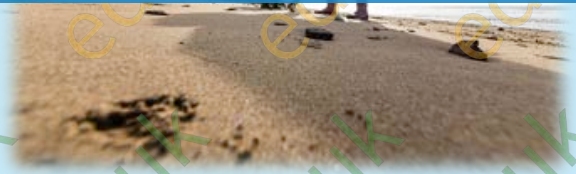
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- ✓ They need to see the many things there are to do - especially the dinosaur-related activities at the museum and on the beach
- ✓ Plan and create a colourful and engaging advert using language to inform, describe and persuade.



TIPS

- ✓ Make sure you mention the Isle of Wight
- ✓ Focus on the dinosaur aspect of the trip
- ✓ Make sure your brochure has both pictures and words!
- ✓ Think about your audience - what do they need to know?
- ✓ Use the website, brochure and pictures of the Dinosaur Isle museum to help you
- ✓ Use a headline such as 'Why you must visit the Isle of Wight & Dinosaur Isle' or '10 reasons why you must come here...' etc.

