

Advertise the Blackgang Adventure!

Fancy a career in advertising?

Go on an advertising adventure with this fun task!

Student Introduction

- ▶ Your task is to create a new advertising campaign for Blackgang Chine.
- ▶ You will work in groups of 3 or 4 to achieve this task.
- ▶ You will be given a time limit by your teacher.



Our Finish Time:

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» Facilitator (shows leadership www.edudest.uk

- » Time Keeper (does not get distracted)
- » Quality Controller (a neat and accurate worker)
- » Correspondent (communicates with teacher)

2. Discuss ideas for a theme with:

- » a catchy slogan or catchphrase
- » a few short, persuasive sentences or phrases
- » an emotive image



Will you use
the smugglers,
dinosaurs, or
something else you
saw in the park as
your main theme?

3. Plan who will do what?

- » Use the strengths of everyone in your group
- » Beware of making your tasks too complex as you must finish on time!

Each group must produce at least
3 of the following, all sharing one
theme:

1. A slide show designed for the on-board ferry screens - containing images and language
2. An A5 flyer to give out to tourists at the terminal or on the ferry
3. A design for a large billboard to be displayed in the Ferry Terminal
4. A storyboard for a TV advert

Continued....

Hints for successful team work:

- ✓ Draft ideas in rough for 15-20 minutes.
- ✓ Share your ideas and change where necessary to ensure you have a common theme.
- ✓ Each team member then works on their part of the task, as agreed.
- ✓ Check often that the group are happy with the work you are doing.
- ✓ Tip: Look for the good in your team mates' work. Give praise where you can. Give suggestions for improvement kindly.

When all parts of the task are complete, plan and perfect your persuasive advertising pitch!

THE PRESENTATION:
Pitch & Feedback

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