

## Blackgang Advertising Adventure !

Go on an advertising adventure with this fun task!

### Student Introduction

- ▶ Your task is to plan and create a new advertising campaign for Blackgang Chine Theme Park.
- ▶ 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 skills)

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» 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 catchphrase or slogan
- » some 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 students in the group
- » Beware of making your tasks too complex for the time allowed!



Each group must produce 3 of  
the following, all sharing the  
same agreed theme:

1. A slide show designed for the Isle of Wight ferry advert screen, with images and language
2. An A5 flyer to give out to tourists
3. A design for a large billboard
4. A storyboard for a TV advert
5. An advertisement in a children's magazine
6. An element of your own choice

Continued...

**Hints for successful team work:**

- ✓ Team members should draft ideas for 15-20 minutes.
- ✓ Share your ideas with the group and change if needed to ensure you have a clear theme.
- ✓ Each team member then completes their piece of work towards the task.
- ✓ 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 elements of the task are complete, plan and perfect your persuasive advertising pitch!**

**THE PITCH:**  
Feedback

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