

Advertise the Blackgang Adventure !

Fancy a career in advertising? Well now you can 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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- » 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
- » 2 or 3 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 people in the group where possible
- » Note! Beware of making your tasks too complex to complete in the time limit allocated!



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

1. A slide show designed for the on-board screens on the Isle of Wight ferry - containing both images and language titles
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
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 in rough for 15-20 minutes.
- ✓ After this time share your ideas with the group and change where necessary to ensure you have a common theme.
- ✓ Each team member then creates their part of the task, as agreed.
- ✓ Regularly check that the group are happy with what 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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