

# Creating your own Advertisement

## Learning Objectives

In this lesson you will:

- Design a product and then create an advertisement to persuade people to buy your product.

# Your Advertising Task:

- You are going to design a new product (food, drink or clothes) for children your age.
- You will need to think of a suitable design for your product, and then create an advert, either for a magazine or for TV advertising your product.
- Your aim is to persuade people to buy your product.

# Step One

- Choose your product and WRITE a plan.
  - What is your product? Write a short description of it.
  - How are you going to persuade people to buy it?
    - Use at least 5 persuasive devices in you advert

# Step Two:

- Decide if you want to create a magazine or TV advertisement.
- Design your magazine advertisement or film your TV advertisement for your product. Remember you should use at least 5 different persuasive devices in your advert.

Email your final advertisement by Monday 25<sup>th</sup> May.