Erasmus+ project Young Enterprising Europeans 

**Lesson Plan
Advertising products**
**School:** OŠ Bartola kašića, Vinkovci
**Teacher**: Gordana Maršić, OŠ Bartola Kašića, Vinkovci
**Time**: 90 minutes **Level**: intermediate
**Age**: 14-15
**Objectives**: learn new vocabulary, learn about the importance of advertising, types of
 advertisements , learn about target consumer groups
 **Outcomes**: students will be able to name different types of advertisements,
 will be able ti identify target consumers for their product, explain how they
 want to advedrtise it, make a slogan and design ad for their product
**Activities:** listening, speaking, writing, drawing
**Student grouping**: whole class, small groups
**Materials and equipment:**  magazines, leaflets, photographs, paper, glue, pencils, computer
 with internet access, Powerpoint presentation
**Literature:** Biserka Džeba, Maja Mardešić: Way to go 5 plus, Škollska knjiga, Zagreb, 2013
**Preparation:** find magazines and advertisements, take photos of billboards, prepare
 Powerpoint presentation

**PROCEDURE
1: 25 minutes**You all have school mini companies or you can pretend that you have a small company and produce something. If the productg is new, people do not know about it. If you want to increase sales, what must you do? We must advertise the prooduct or service
Do you need much money for it?
What is the difference between advertisements and commercials?
Advertisements (or ads) are in newspapers, magazines, on big boards on buildings or by the side of theroad, on your computer
(I show students magazines, leaflets, photographs,...)
Commercials are advertisements of radio, TV, internet

There are nummerous advertisin strategies:
(For every strategy I ask students if they can name examples, then I show them examples in Powerpoint presentation)
a) a scientific approach
 a person in a white coat (an expert) tells us about the product, how goode it is for us
 (usually toothpase)
b) famous persons' recommendations: a famous person recommends a pproduct, maybe
 people will believe what famous people are saying simply because they are successful, rich
 and beautiful (athletes, actresses,...)
c) comparison : the advertiser compares the product with the similar one on the market,
 their product is usually better, faster,tastier or more comfortable
 (usually detergents)
d) a story around the product: advertisers create a story in which a product has an
 important role, the story is interesting, funny or has a surprising end, groups of friends,
 families in stories are usually perfect, good looking, happy, get on well with each other
 (a boy and a girl – story about love and Coca cola)
e) a free gift: by buying the product we get a free gift
 (chocolate and a toy, coffe and a mug,...)
f) a catchy slogan: a commercial repeats a catchy slogan several times, good music makes
 it easier to remember
 Exercise:Match the slogan to the product -
 Nike- Just do it! LG – Life is great
 Nokia - Connecting people. McDonalds – I'm lovin'it!
 L'Oreal – Because I'm worth it! Red Bull – It gives you wiiings!
 Skittles - Taste the rainbow. KFC – Finger lickin' good.
 Mr Muscle – Does the job you hate.
 There are lots of pages named Free slogan maker on the internet.

**2:**  5 minutes
some Characteristics of different types of advertisemments and commercials
- commercials on radio need more humour then the ones on TV
- some products are advertised more before holidays (toys, perfumes,...)
- billboards must not have a lot of text
- advertisements in magazines - Z pattern advertising
 design based on theory that people will scan images from left to right, and top to bottom
 (Example photos)

**3:** 10 minutes
Advertising principles:
**AIDA principle**
**A** – attention – we must first attract the reader's or viewer's attention
**I** – interest – we give some information to create interest
**D**- desire – something is used to make you desire the product
**A**- action – we must urge the customer to act, go and buy the product
Discussion about the principle: do ve really behave in the way advertisers want us to behave.

**4: 10 minutes**
Identifying target group
Who are you going to sell your product to?
You must identify your target consumers:
Male or female, children, teenagers, adults, married or single, living in cities or villages,
lower class, middle class or upper class,...
Questions: Who would you try to sell beer, new mobile phone, skin cream,
 washing powder, expensive car, pain relief gel, high heeled shoes,
 running shoes , ...to

**5**: 10 minutes
Choosing the target group and the ideal type of advertising for a product:
 I show students advertisement, they say who it is for, where it is published, and then
 I show them the magazine (e.g. lawnmower – middleaged family people, magazine My
 beautiful garden; car tyres – men, magazine for automobile club members)
 How would you advertise cough syrup?
 ad or commercial on TV (when – during the day, in the evening, late at night,...), who is
 target buyer (mother buying for children)
 How would you advertise cereals, sweets, toys, cars, pots and pans,...?

6: 30 minutes
Group work:
 Students are divided into groups of 4 and they are given a picture of a product.
 They think of a name for the product and how they want to advertise it:
 They can design a logo or write a slogan
 (they can use free slogan maker on the internet)
 - name of the prooduct or company
 - logo
 - target consumers
 - asdvertisement design / description of a commercial

 Groups present their work to other gorups

Powerpoint presentation for the lesson:
 