



## ADVERTISING CAMPAIGN

Your advertising agency has been selected to promote one of the following products:

- A new chewing gum
- The Bilingual School of Monza
- A new breakfast cereal
- One of the listed toys (girl-doll/ boy-robot)

As director of the agency you need to select two advertising methods, one from each section.

### SECTION A

- Radio advertisement (no longer than 30 seconds)
- OR
- Television advertisement whereby you are required to write a script and perform (no longer than 30 seconds)

### SECTION B

- A billboard poster
- OR
- A magazine page

Once your advertisements are completed, you are required to design

- The packaging of your product

Things to consider in your campaign and packaging are:

- The actual product, it's name, special characteristics, how it makes you feel, price
- Who is your target audience? Does your advertisement reflect this?
- The use of persuasive language
- Characters involved in your ad. Stereotyping?
- Creation of a catchy slogan to sell your product
- Are your advertisements believable?



**Please make sure that your finished product has a mixture of Italian, English and your home language**

