

ADVERTISING CHALLENGE!



SHARP



Coca-Cola

Canon

Continental



HYUNDAI KIA MOTORS



Next year Euro 2012 will be hosted by Poland and Ukraine between the 8th June and 1st July 2012.

Imagine that you are working for one of the 10 official sponsors for Euro 2012 and you are in charge of marketing. It is your job to create an amazing TV advert that will promote your product and Euro 2012.

THINGS TO THINK ABOUT:

- Which of your products do you want to promote?
- How can you use football and Euro 2012 to help you promote your product?
- Which footballers are going to feature in your advert?
- Who will play the part of that footballer in your advert?
- What props will you need for your advert?
- Do you need music to make your advert more appealing?
- What will people in your advert be saying to promote your product?
- Don't forget that your advert needs to appeal to both men and women
- When it comes to watching England play, nearly 50% of viewers are women!

GOOD LUCK!

TEACHING NOTES

OBJECTIVES:

- To gain and maintain the interest and response of different audiences [for example, by exaggeration, humour, varying pace and using persuasive language to achieve particular effects].
- To choose material that is relevant to the topic and to the listeners.
- To evaluate how they and others have contributed to the overall effectiveness of performances.

CURRICULUM LINKS: ICT, ART, MUSIC

This is a great speaking and listening activity but also lends itself to other areas of the curriculum such as ICT, art, music and writing.

Tell the children that they are going to be making their own TV advert for Euro 2012 next summer. Show them some clips from previous adverts (on the links below or Google sports adverts) and tell them to think about the things that make them appealing. They need to look out for things such as length of ad, music, commentary, product, sportsmen/women used, humour and language used etc.

Put them into small groups and give them their advertising challenge worksheet. They will need to choose which of the sponsors they are going to represent, which of the products they are going to promote and how best they can do that using Euro 2012 and football in their adverts.

This is quite a long activity that could be done as a day project or over a period of time. The children will need to have access to cameras to film their adverts and time using the computers to put together their adverts using programs such as windows movie maker. Children need to be encouraged to evaluate and alter their work as they go.

At the end children can show their finished adverts to each other and be given the chance to evaluate each other's work. They could also present their finished adverts at a school assembly to promote Euro 2012!

USEFUL WEBSITES:

<http://www.soccercommercials.com/>

<http://sportwitness.ning.com/forum/topics/best-tv-football-adverts-multi>

Search www.youtube.com for adverts from World Cup 2010 for some great ideas.

