

Dino Advertising Challenge!

This is a creative advertising response to your Dinosaur Isle visit.

- ▶ On your trip you will have seen that the Isle of Wight was home to many dinosaurs.
- ▶ Did you know that the Isle of Wight is actually the most important site in Europe for dinosaur fossils? It is!

Student Introduction

- ▶ It would be good for the Isle of Wight economy to get as many people to visit the Isle of Wight and Dinosaur Isle as possible.
- ▶ Can you help by creating an advertisement that really sells the benefits of visiting Dinosaur Isle and the Isle of Wight as a destination?

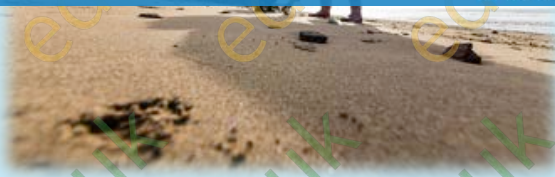
TASK

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especially the dinosaur-related activities available at the museum and on the local beaches

✓ You should plan and create a colourful and engaging advertisement that uses language to inform, describe and persuade.

TIPS

- ✓ Make sure you mention the Isle of Wight
- ✓ Try to focus on the dinosaur aspect of the trip
- ✓ Your brochure can have pictures but must also have words!

- ✓ Think about your audience and what they might want from the trip
- ✓ Some pictures of the Dinosaur Isle museum are shown here to help you
- ✓ Use a headline such as 'Why you must visit the Isle of Wight & Dinosaur Isle' or '10 reasons why...'

