

## Advertise the Blackgang Adventure!

Fancy a career in advertising?

Go on an advertising adventure with this fun task!

### Student Introduction

- ▶ Your task is to plan and create a new advertising campaign for Blackgang Chine Theme Park.
- ▶ You will work in groups of 3 or 4 to achieve this task.
- ▶ You will be given a time limit by your teacher.



Your Finish Time:

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» Facilitator ( shows leadership [www.edudest.uk](http://www.edudest.uk)

- » Time Keeper ( does not get distracted)
- » Quality Controller (a neat and accurate worker)
- » Correspondent (communicates with teacher)

### 2. Discuss ideas for a theme with:

- » a catchy slogan
- » 2 or 3 short, persuasive sentences or phrases
- » an emotive image



Will you use the smugglers, dinosaurs, or something else you saw in the park as your main theme?

### 3. Plan who will do what?

- » Use the strengths of students in your group where possible
- » Note! Beware of making your tasks too complex for the time limit allocated!

Each group must produce at least 3 of the following, all sharing the same agreed theme:

1. A PowerPoint slide show designed for the on-board screens on the Isle of Wight ferry - containing both images and language titles
2. An A5 flyer to give out to tourists at the terminal or on the ferry
3. A design for a large billboard to be displayed in the Ferry Terminal
4. A storyboard for a TV advert

Continued....

**Hints for successful team work:**

- ✓ Team members should draft ideas in rough for 15-20 minutes.
- ✓ After this time share your ideas with the group and change where necessary to ensure you have a common theme.
- ✓ Each team member then creates their part of the task, as agreed.
- ✓ Regularly check that the group are happy with what you are doing.
- ✓ Tip: Look for the good in your team mates' work. Give praise where you can. Give suggestions for improvement kindly.

**When all elements of the task are complete, plan and perfect your persuasive advertising pitch!**

**THE PRESENTATION:**

Feedback

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