

Video Activity Worksheet

Unit 1: Advertising

Terra Chips

Comprehension

Predict

This video tells the story of a company called Terra Chips. It explains who started the company and how they developed the original idea and marketed it into a hugely successful company. Before you watch the video, answer the following question.

What do you think Terra Chips are?

Focus

Watch the video. Answer the following question.

What are Terra Chips made from?

Comprehension A

Answer the questions.

1. What business did Alex and Dana work in? _____

2. Where did they find the ingredients for Terra Chips?

3. When did they decide to move production from their kitchen?

4. Why did they need to design a fancy package?

5. Who is the target audience for this product?

Comprehension B

Which words describe the marketing image of Terra Chips?

Check (✓) all that apply.

old-fashioned typical original luxury gourmet
 spicy fancy simple funny specialty

Speaking

Discuss one of the topics.

- Have you ever tried Terra Chips? Do you think Terra Chips are a good snack food? Why or why not? What emotional appeals does this product use?
- What kind of snack food do you like?
- What popular trends do you see in snack foods today?

Writing

Invent a new snack food and write an advertisement for it. Think about: What ingredients you will use, what your target market is and why people should buy your product.

