

# Teacher's notes

## Sell! Sell! Sell! - Intermediate

1 You could introduce the topic of advertising by bringing some magazines and newspapers to the class and having students look through the advertisements. Otherwise, just get them to look at the sentences in the exercise and choose the best answer.

They should learn the vocabulary in the exercise. If necessary spend a few minutes explaining the difference between similar words, e.g. a logo is a small symbol or picture, whereas a slogan is a word or phrase. Wrapping is for presents, whereas packaging is for products, and so on.

1C logos 2B brand 3A designer 4B slogan 5C packaging

2 Get students to brainstorm the question 'What makes an advertisement effective?' They should think about the visual appeal, photography etc. as well as the text. Stick to printed advertisements, as cinema, TV and radio ads rely on music and dialogue and don't have much text, if any. Students might mention the differences between types of ad in their discussion. The questions a-c are there as a guide to help them decide the best kind of advertisement for the items in the list. Go around the groups and monitor. They should make notes about the different products.

E.g. soft drink

– aimed at young people - image can be sporty as you drink after playing sport - can needs to be bright colour - needs a catchy name - sold in supermarkets, bars, cafes, sports centres, school canteens.

After discussing the various products in the list and making notes about the kinds of advertisements they should have, tell students to choose one of the products and work on their own to produce an advertising poster. If students feel they cannot draw, they could use a computer, or cut out pictures from magazines to make a collage. Encourage them to be creative!

Remind students to follow the instructions given.

Choose a name for your product.

Design the logo and packaging.

Write a slogan that people can easily remember.

Describe the product so people will want to buy it.

Draw a poster with the words, logo and design you have planned.

### Extension activity

- 1 Have a competition for the best poster.
- 2 Get students to work in groups to produce large posters and display the finished results in the classroom. That way those who are better at art get a chance to use their talents.

# Sell! Sell! Sell!

1 Choose the best word to fit the gaps in the sentences. Use a dictionary to help you.

1 The Nike 'tick' is one of the world's most famous and successful .

A slogans B brands C logos

2 Which  of washing powder is the best?

A packaging B brand C label

3  jeans are much more expensive than ordinary ones.

A designer B label C blue

4 'It's the real thing' is a famous  that was used to advertise Coca-Cola.

A message B slogan C poster

5 When choosing make-up, the  is almost as important as what's inside.

A packet B wrapping C packaging

2 Work in groups. What makes advertising effective? Think about these questions and make notes of how you would design an advert for the products in the list below.

a Who do you want to buy the product?

b What is the product's image?

c Where and how is it sold?

A brand of eye make-up

A designer sports watch

A soft drink

The first CD by a new band

A bar of chocolate

An English dictionary

3 Choose one of the products in the list and design an advertising poster for it.

Choose a name for your product.

Design the logo and packaging.

Write a slogan that people can easily remember.

Describe the product so people will want to buy it.

Draw a poster with the words, logo and design you have planned.