

Big Questions?

1. What is advertising and how important is it?
1. What is persuasion and how is it used in advertising?

Lesson 1:

Aims:

To explore the power of advertising.

To consider different advertising platforms.

1. In this lesson, you will be expected to identify brands according to their adverts.
2. You will be expected to read a text and find the answers.
3. Once you have completed the questions, mark your work using the answers on final slide.

Starter Activity - Match the word with its definition.

Consumer	an advertisement.
Advertising	a person or business that sells goods to the public
Product	a person who purchases goods and services for personal use.
Advert	the activity or profession of producing advertisements for commercial products or services.
Retailer	an object or system made available for consumer use;

The Answers - Self Assess

Consumer	A person who purchases goods and services for personal use.
Advertising	The activity or profession of producing advertisements for commercial products or services.
Product	An object or system made available for consumer use.
Advert	An advertisement.
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Task 1: Can you guess the 6 adverts?



The Answers:

1. TicTok
2. Fortnite
3. Nike
4. Mcdonald's
5. Tesco
6. Minecraft

How did you do?



Reflection Task:

What did this task tell us about the power of advertising?

1. We are used to reading advertising images.
2. We recognise adverts by the people in them and the images used.
3. Adverts are powerful.

Advertising and Consumer Information:

- 71% of consumers often look at the messages on roadside advertising boards.
- Bus shelter ads reach 92% of the population every week.
- Advertising board marketing costs 80% less than television advertising.
- The use of mobile data can boost unprompted ad awareness by up to 200%.
- Google and Facebook still hold the largest share of total digital advertising spending, with 37.2% and 19.6% respectively.
- 90% of searchers haven't made their mind up about a brand before starting their search.
- 70-80% of users ignore sponsored search results.
- 90% of consumers read online reviews before visiting a business.

Main Task: Complete the following questions

1. Which websites hold the largest share of digital advertising spending?
2. What is the difference in spending between the two websites?
3. What percentage of people ignore sponsored search results?
4. Why do you think advertising board marketing costs 80% less than television advertising?
5. True or false? Very few consumers read online reviews before visiting a business.
6. If 90% of researchers haven't made their mind up about a brand before starting their search, what might this suggest about the advertising world and its effectiveness?

The Answers

1. Which websites hold the largest share of digital advertising spending?
Google and Facebook
2. What is the difference in spending between the two websites? **17.6%**
3. What percentage of people ignore sponsored search results? **70 - 80%**
4. Why do you think advertising board marketing costs 80% less than television advertising? **Costs paid to networks for screen time.**
5. True or false? Very few consumers read online reviews before visiting a business. **False**
6. If 90% of researchers haven't made their mind up about a brand before starting their search, what might this suggest about the advertising world and its effectiveness? **Your teacher will review your response here.**

Lesson 2:

Aims:

To recap persuasive techniques.

To explore how persuasive devices are used in advertising.

1. In this lesson, you will be expected to match the persuasive devices to their definitions.
2. You will try to identify persuasive language in a series of adverts.
3. Try to identify slogans.

Literacy Starter:

Describe this chocolate as though it is the nicest thing you have ever tasted.



Task 1: Match the persuasive device with its definition:

<u>Technique</u>	<u>Definition/Example</u>
Direct Address	To go over the top and make things sound better or worse than they are. For example, 'Mum, that was the best meal in the world! '
Alliteration	When three adjectives or phrases are used together to make them stand out. For example, <i>Homework is boring, dull and uninteresting.</i>
Facts	Using words that make people feel sad, angry, upset, sympathetic or guilty. For example, <i>We are the poor, helpless children who are forced to do hours and hours of homework every night.</i>
Opinion	The occurrence of the same letter or sound at the beginning of adjacent or closely connected words.
Rhetorical Questions	A personal viewpoint or attitude. For example: English is my favourite subject.
Emotive Language	Using words like ' we ', ' you ', ' our ' and ' us ' to make your audience think you are talking only to them.
Superlative	Something that actually exists or can be proven to be true. Numerical data such as percentages. For example, 99.9% of pupils love English.
Tripling	Using questions that don't require an answer to get the audience to think. For example, <i>How would you feel if you had 2 hours of homework every night?</i>

How did you do?

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Before we look at some adverts, watch this short clip.



Main Task: Watch the adverts and note down 3 examples of persuasive techniques used in each advert. Some examples have been done for you.

You need to draw the following table in your book or on paper:

	Persuasive Devices used	Example
Advert 1 Dogs Trust	1. Alliteration 2. Emotive language 3.	'Long live...' 'Abandoned dog'
Advert 2 L'oréal	1. 2. 3.	
Advert 3 KitKat	1. 2. 3.	

Advert 1:



www.sponsoradog.org.uk

Advert 2:



Advert 3:



Reflection:

Which advert do you think was the most persuasive and why?



Plenary Activity

Slogan - a catchy phrase or statement often used to sell a product or service.

Can you identify the brands by their slogans?

1. I'm lovin it.
2. Taste the rainbow.
3. Make every second count.
4. Impossible is nothing.
5. Every little helps.
6. The ultimate driving machine.
7. Because I'm worth it.
8. Why have cotton when you can have silk?
9. Think different.
10. Connecting people.

Lesson 3:

Aims:

To consider static adverts and how they are used in advertising.

1. In this lesson, you will be locating persuasive devices used in static adverts.
2. Exploring how effective static adverts are in advertising.

Starter Activity:

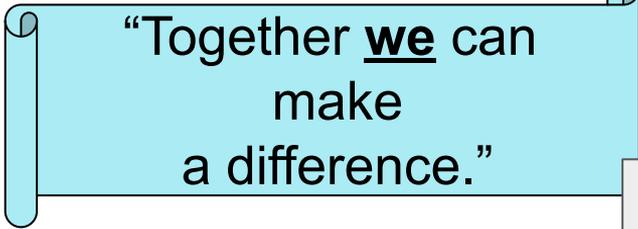
Can you identify the examples of persuasive devices?



Breathtaking!



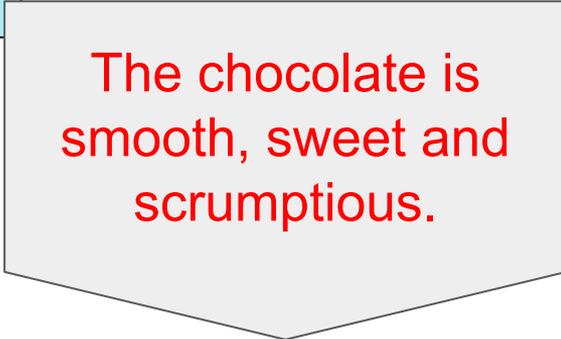
Come and
join us for
the show
stoppig
event.



“Together we can
make
a difference.”



Will you help us
help you?



The chocolate is
smooth, sweet and
scrumptious.

Task 1: Look at the static adverts and note down 3 examples of persuasive techniques used in each advert.

One example has been done for you.

You need to draw the following table in your book or on paper:

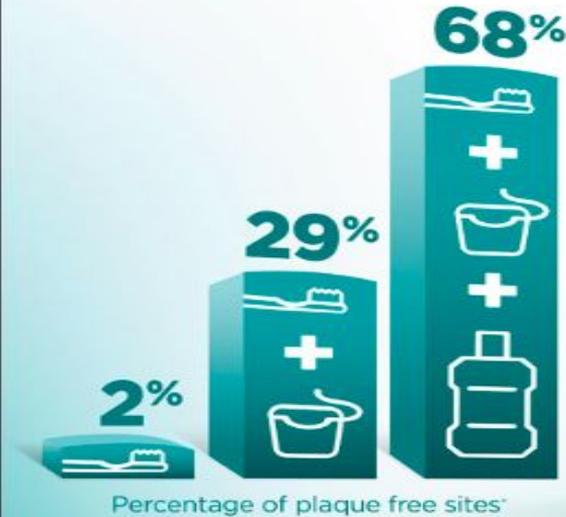
	Persuasive devices used	Example
Static advert 1	1. Tripling 2. 3.	'Bad breath, plaque and gum disease'
Static advert 2	1. 2. 3.	

Static advert 2

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HOW CLEAN IS YOUR MOUTH?

Add **LISTERINE**® floss & rinse
to achieve a new level of health.



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ELECTROLYSE YOUR EXERCISE

NEW

CONTAINS 4 KEY ELECTROLYTES
TO HELP REPLENISH YOU



WATER
HYDRATION



CALCIUM
MUSCLES



MAGNESIUM
TIREDNESS



SODIUM & CHLORIDE
REPLENISH



Reflection Task:

Which static advert do you think is the most effective and why?



Nothing, but nothing, but nothing, but... pure fruit

Our drinks are always completely pure, fresh and bursting with goodness. Anything you ever find in an Innocent smoothie will always be 100% natural and delicious. Just shake well before opening and enjoy.



Main Task:

1. Read this static advert.
2. Identify persuasive techniques used.
3. Answer this PEE style question:

How does this static advert persuade its audience to buy an innocent smoothie?

Use as many examples as you can in your response.

Main Task:

How does this static advert persuade its audience to buy an innocent smoothie?

Exemplar response:

The static advert uses tripling. An example of this is ‘...pure, fresh and bursting with goodness’. The use of language reminds the audience that the all ‘Innocent Smoothies’ are natural and made from real fruit juice that will benefit you.

Lesson 4:

Aim:

To create a persuasive static advert.

1. In this lesson, you will be expected to create your own persuasive static advert.
2. You will need to send your completed static advert to your teacher for marking.



Literacy Starter:



Complete the slow writing challenge. Follow the rules to create a mini description of the sweets opposite:

1. A sentence that begins with an 'ing' word. (Example: fizzing)
2. A sentence that contains three adjectives. (Example: sour)
3. A sentence that uses a command. (Example: eat at once)
4. A sentence containing alliteration. (Example: sour and stretching sweet)

Main Task:

Willy Wonka needs YOU!

The chocolate factory is in need of a new and exciting product as sales of chocolate and sweets are down.

Your task is to come up with an exciting new product for Willy Wonka and to create a static advert that persuades the audience to go out and buy your new product.

Main Task Brief:

Your task is to come up with an exciting new product for Willy Wonka and to create a static advert that persuades the audience to go out and buy your new product.

Purpose: Persuade your audience to go and buy your product.

Audience: Children your age.

Layout: Static advert

Language: Persuasive

Tone: Exciting

****Send your static advert to your teacher****

Success Criteria:

Your static advert should be:

- Colourful
- Eye-catching
- Have a slogan
- Full of persuasive techniques
- Product name in capitals
- Be as creative as you like!



Good luck. Mr Wonka is depending on YOU!



Reflection: Confirm and summarise your understanding of the big questions:

1. What is advertising and how important is it?
2. What is persuasion?