



## Unit 9 | Session 3

Sell it!

**Learning objective: create and present an ad**

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## Lesson Overview

1 Get started: What are they selling?

2 Activity:

- \* Discuss: Popular ads
- \* Decide: Which product?
- \* Prepare: Design an ad
- \* Present: Awards ceremony!

3 Unit Progress Check

4 Unit 10 Preview: Risky Business





# Get started: What are they selling?



## Useful language

*This is a good photo for an ad for ... / Advertising companies can use this one to sell ...  
You can use this one in an ad for ... / This one is perfect for ....*

# DISCUSS: Popular ads

Here are some of the most popular people and things in advertisements. Why do you think they are popular?

- animals
- friends having fun
- babies and children
- beautiful people
- perfect families
- funny or romantic stories



## DISCUSS

Ads with (animals) are (cute).

Ads with (funny stories) are easier to remember.

A lot of ads have (babies) in them because ...

Ads show (perfect families) because ...

I don't like ads with ... . I think they're (annoying)!



# DECIDE: Which product?

## DISCUSS

Look at the list of products and answer the questions.

an airline	candy	jeans
perfume	a smartphone	soda

Which product do you think is the most interesting? Why?

Which product do you think is the easiest to sell? Why?

Which product usually has the best ads? Why?

## DECIDE

You are going to design an ad for one of these products. Which one?

### Useful language

*I think X (has the best ads) because ...  
X is (easier to sell) than Y because...*



### DECIDE

Let's do/choose/think about ...

I think we should ...



# PREPARE: Design an ad

Choose a product and make an ad for it. The ad can be an image (poster) or a video (for TV, movie theater or online).

Think about these questions as you plan it.

- Who is the ad for? (parents, teenagers, etc.)
- Who is in the ad? What are they wearing?
- Where is the ad? (in the mountains, in a house, etc.)
- What happens in the ad?
- What do the people say?
- What kind of music is in the ad?
- Are there words in the ad? What do they say?



# PRESENT: Awards ceremony!

1 Present your ad to the class.



## PRESENT

Our ad starts with ...

People are going to  
remember our ad because ...

2 Hold **an awards ceremony**. Vote on the best ads in these categories:

- the funniest ad
- the most interesting ad
- the most creative ad
- the best ad



# Progress check

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## Now I can ...

- ☐ use words for fashion accessories.
- ☐ compare two things, people, or places.
- ☐ use words to describe a person's face and hair.
- ☐ compare two or more different things, people, or places.
- ☐ ask for and give opinions.
- ☐ talk about a memorable ad.

## Prove it

Write two accessories you wear on your feet, two accessories you wear around your neck, and five other accessories.

Write sentences to compare these two pairs of things:  
sneakers/socks New York/my hometown

Write two words for hair on the face and three words to describe hair.

Complete this sentence: *The \_\_\_\_\_ (good) place to take pictures in my city is ...*

Write one way of asking for an opinion and one way of giving an opinion.

Explain why you remember the ad.



# Unit 10 Preview

## UNIT OBJECTIVES

- talk about how to avoid danger at work
- make predictions about your future
- describe a medical problem and ask for help
- write an email to your future self
- plan a reality TV show

# RISKY BUSINESS

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# Unit 10 Preview Risky Business

A What can you see in the picture?  
Would you like to do this? Why or why not?

B Which of these dangerous or scary things do you enjoy? Think of three more things.

amusement parks   dark places  
extreme sports   fast cars   horror movies

C What things are you afraid of?





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Thank you!