



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 ...

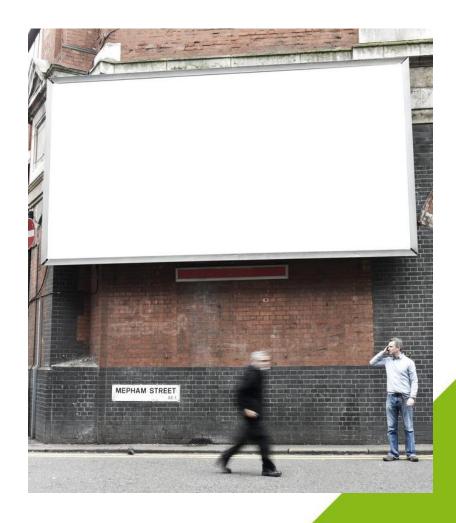
2 Hold an awards ceremony. Vote on the best ads in these categories:

the funniest ad

the most interesting ad

the most creative ad

the best ad



Progress check

Now I can	Prove it
☐ use words for fashion accessories.	Write two accessories you wear on your feet, two accessories you wear around your neck, and five other accessories.
□ compare two things, people, or places.	Write sentences to compare these two pairs of things: sneakers/socks New York/my hometown
use words to describe a person's face and hair.	Write two words for hair on the face and three words to describe hair.
compare two or more different things, people, or places.	Complete this sentence: The (good) place to take pictures in my city is
□ ask for and give opinions.	Write one way of asking for an opinion and one way of giving an opinion.
□ talk about a memorable ad.	Explain why you remember the ad.

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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







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!