

Creating an ad for a campaign

COMMUNICATION

LEVEL
Lower-intermediate

NUMBER
EN_BE_2226X

LANGUAGE
English

lingoda

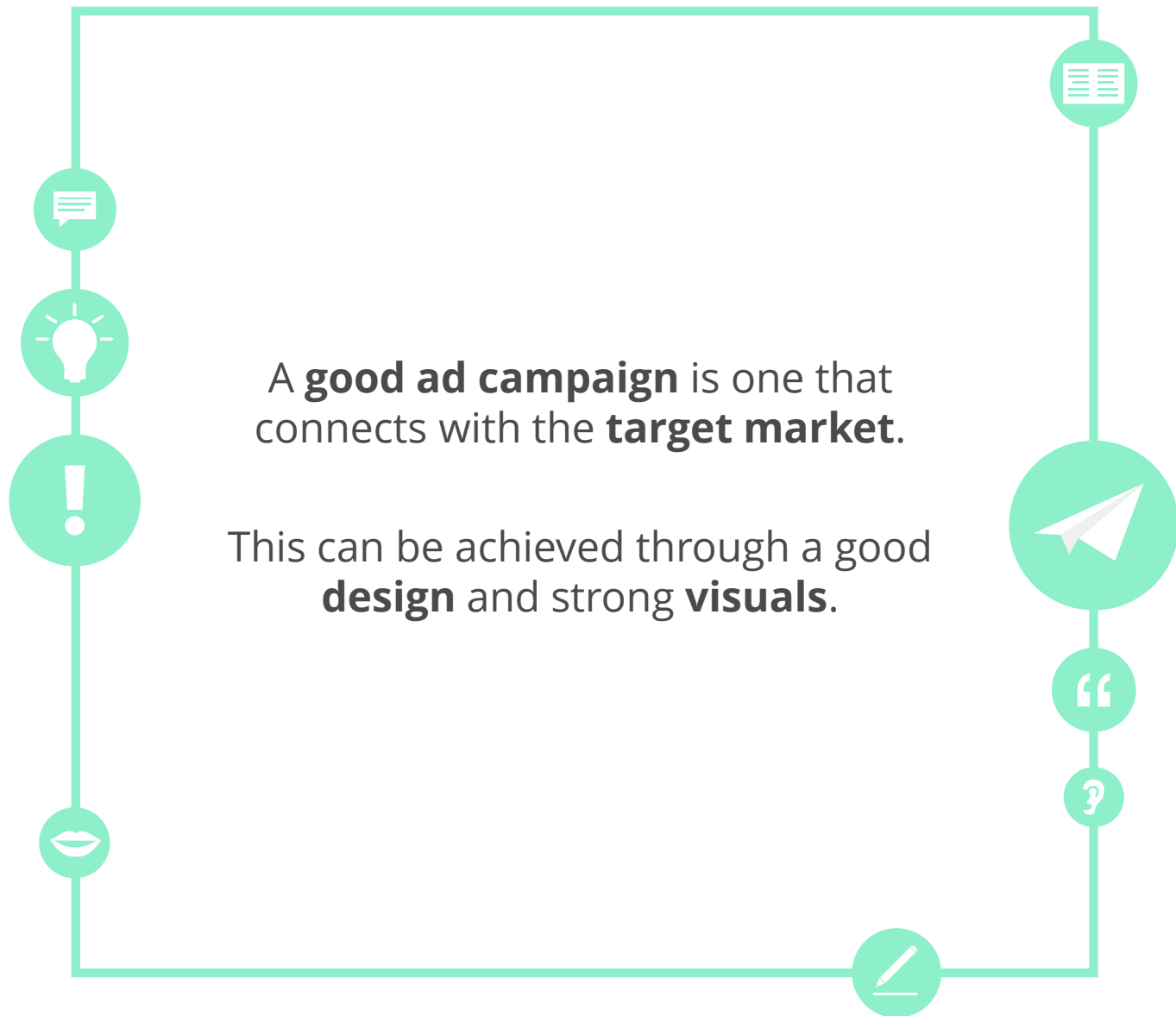




Goals

- Can use simple vocabulary to design and plan an ad campaign.
- Can in simple terms describe an ad campaign and create slogans.







Warm-up

In this lesson, you will learn how to talk about designing a good **ad campaign**.



I loved the very strong **visuals**.

planning an ad campaign

Before a company starts an ad campaign, they need to do lots of **planning**.

They first think of their **target market** and then **research** some **ideas** to sell to them.
After this, they **test** a campaign with **focus groups**.



Who is our **target market**? 18-25 year olds or over 50s?



Our **focus group** needs to have at least 50 people!

target market

This is the **group of people** a company is trying to sell to.



Their **target market** is 18-35-year-olds.

customer profile

A customer profile is what a company imagines their customers to be like.



Based on the **customer profile** I think we should use less text.

to research

to test

Both **research** and **testing** are things that companies do before releasing their ad campaign.



We need **to research** the facts then **test** the campaign on our target audience.

focus group

This is a **group** of people a company can test their campaign or product on, to evaluate how effective it is.



The **focus group** was successful, they all liked the ad campaign!

competitor

This is someone a company is competing with.



We need to see what our **competitors** are doing for advertising.



Brainstorm

How do you plan a successful ad campaign?

think of an
idea





Discuss

Which order is the best when you plan an ad campaign?



1 Research

2 Test

3 Think of idea



Which is most important to a good ad campaign?

to have a clear
customer profile

to research an idea
well

to use focus group

to test a campaign

describing an ad campaign

When you design an ad campaign, it is important to describe exactly what you would like to see in it.



I want lots of bright **imagery** and **visuals** and a little **text**.

headline

This is at the top of a piece of text, usually punchy and bold.



The **headline** uses very direct language.

slogan

This is a short phrase that sells a product quickly and concisely.



Their **slogan** is really funny!

design

The **design** is how something looks.



A bright **design** is essential.

visual story

A sequence of events presented visually creates a **visual story**.



A good **visual story** is a car driving quickly down a mountain.

consistent

When something is the same every time, it is **consistent**.



Their ad campaigns are always **consistent**, this is why their products always sell well.

text

imagery

Text is the use of words, whilst **imagery** is the use of pictures.



A balance between **text** and **imagery** is important for posters.

sound

visuals

Sound is what we hear and **visuals** are what we see.



The combination of **sound** and **visuals** made their commercial easy to remember.



Dialogue

Describe your favourite ad campaign



**Student A: what is your
favourite ad campaign like?
What did you like?**

Student B: I liked the



Create your own slogan

Come up with a good slogan for this product





Your own ad campaign

Your design team send you the photo for your campaign. Discuss with a partner what you like and don't like. What do you want to change?





Imagine you are...

... now presenting the final design for your campaign. Try to convince your classmates that your ad campaign is the best

- Be sure to sell your campaign well
- Use phrases that show positive opinions about your own work





Reflect on the goals

Go back to the second slide of the lesson and check if you have achieved all the goals of the lesson.

yes

no





Reflect on this lesson

Think about everything you have seen in this lesson.
What were the most difficult activities or words? The easiest?



If you have time, go over
the most difficult slides again





Categorise the vocabulary

Planning

Style

evaluate

phrase

to time a launch

headline

consistent

focus group

imagery

visual story

to research

text



Homework e-mail writing activity

Write a 200 word formal e-mail describing an ad campaign that you thought was successful.

	-	□	×
To:			
Subject:			
Dear Sir/Madam,			



Homework answer key

Exercise 1, pp 31

Planning

To research, to time a launch, focus group, to evaluate

Style

Headline, phrase, visual story, consistent, text, imagery



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