1. Unit 8: Responding to a commission – Introduction

Gov Funded Organisation/ Media Campaign/ 14-18 year olds/ reduce screen time= Better mental and Physical Health = Better in school My product = Encouraging them to switch off devices and go out and about/ plan= get kids out of the virtual world back into the real world Won’t be too cheap or too expensive = Value for money = large budget = product can be professional

Switch off is a government funded UK organisation who are commissioning a media campaign for 14-18 year olds to support them in reducing their screen time to increase their mental well being by doing physical activities outdoors which will increase their life chances to succeed in school, in life and in their relationships