Design an Ad for a Product

B1-PLUS · Project · WORKSHEET

Name: _____ Date: _____

1. Choose the best sentence.

Choose the best sentence for an ad presentation.

1. Introduce:
   Choices: Our product is a snack that is made from local fruit. / Our product is a snack made it from local fruit. / Product our snack local fruit.

   Answer: _____

2. Audience:
   Choices: Our target audience is students who need quick energy. / Our audience target students need energy quick. / Target is students.

   Answer: _____

3. Slogan:
   Choices: Our slogan is “Fresh from the field to your hand!” / Slogan is fresh from field hand. / We slogan fresh.

   Answer: _____

4. Technique:
   Choices: Our ad uses humour, because it makes people remember the product. / Our ad uses humour, because it makes people to remember the product. / Ad uses humour remember.

   Answer: _____

2. Complete the presentation.

Write one word.

1. Our ___ audience is young people.

2. Our ___ is “Eat fresh, live fresh!”

3. The ad uses a catchy song ___ everyone will remember.

4. We think it will be effective ___ it is simple.

3. Your ad.

Write your group’s ad plan.

3. Your ad. (continued)

1. Write the product and the audience.

2. Write the slogan and technique.

3. Write why it will be effective.