Plan a Consumer Awareness Campaign

B2 · Project · WORKSHEET

Name: _____ Date: _____

1. Choose the best answer.

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1. Which is a good slogan?
   Choices: Check before you click! / Computers have keyboards. / The internet is large and complicated.

   Answer: _____

2. Which tip uses a modal passive?
   Choices: Sellers should be checked. / Check sellers. / We check sellers.

   Answer: _____

3. A good campaign has…
   Choices: an audience, a slogan and tips / only a title / no audience

   Answer: _____

4. Which sentence states the goal?
   Choices: Our campaign aims to help teenagers avoid fake products. / Teenagers are people. / Products are objects.

   Answer: _____

2. Complete the sentence.

Write one or two words.

1. Our campaign ___ to help teenagers avoid scams.

2. Reviews must ___ read before buying.

3. Check ___ you click!

4. Fake products should ___ reported.

3. Your turn.

Write your own answers.

1. Write your campaign goal.

3. Your turn. (continued)

2. Write a slogan and two tips.

3. Write one sentence to persuade your audience.