

LIGHTS, CAMERA, ACTION!

Ad fab

WHEN YOU GO TO THE CINEMA YOU ALWAYS SEE ADVERTS BEFORE THE FILM. COULD YOU CREATE AN EXCITING AD THAT WOULD MAKE PEOPLE RUSH TO BUY YOUR PRODUCT?

Choose or invent a product to promote – such as toothpaste, a magazine, sweets or Girlguiding UK. Think about how you would advertise your product so that people will really want to buy it. You could do this in one of the following ways:

- n TV or cinema advert: act out your advert or even film it and play it back to your unit.
- n Radio advert: read out your advert to your unit, or record it onto tape. Include sound effects or music to make it fun.
- n Magazine advert: draw your advert manually or create it on a computer.
- n Internet advert.
- n Classified ads in a newspaper.

Have a go selling your product to the other members of the unit. Ask them whether your advert would or would not make them buy your product. What could you do to improve your ad?



FILM



POP QUIZ

Record your favourite pieces of film music onto a tape. Hold a quiz for the rest of your unit – ask them to guess what film the song comes from, the name of the song and the singer.