



LESSON PLAN

STRUCTURE:

Overview

Outcomes

Preparation

Procedure



LESSON NAME: Planning an advert

DURATION: 6 x 60 min

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OVERVIEW

Opinions about advertising are very contrasting. The pros say that advertising inform consumers about new products/services, whose benefits can help people to raise their standard of living. Advertising helps the economy and gives jobs to many people; sporting and other events are sponsored by ads and without them the entrance tickets will be higher.

Critics say that consumers pay a lot of money for advertising, people are emotionally influenced by ads, and are pushed to buy products/services they do not really need.

The lesson aims at getting students to create an advert. The topics of the lesson are various, however, we suggest to focus our attention on issues connected to the activities done by an advertising agency and on the influence that an advert can have on students' purchasing choices.

LEARNING OUTCOMES

Students will learn:

- to identify the professional figures in an advertising agency
- how to collect information from customers for an appropriate advertising message
- to know the structure of an advert
- about media planning
- about communication strategy of an advert

Students will be able to:

- identify the purpose of an adv
- recognize the pros and cons of an advertisement
- demonstrate their ability to use Microsoft Office Publisher
- create an adv for promoting their school

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PREPARATION AND MATERIALS

- **Ask** your school to install Microsoft Office Publisher or other graphic software into the computers.
- **Make sure** that in the classroom the number of computers are enough in order to work in pairs (2 students located in one computer).
- **Prepare** the classroom with a dataprojector.
- **Connect** to internet
- **Other** materials will depend on the students' ideas to conceive their adverts

PROCEDURE

1. **Introduce** the advertising agency (main professional figures)
2. **State** the elements of an ad and its composition
3. **Discuss** what briefing process is
4. **Explain** the copy strategy
5. **Discuss** the communication goals
6. **Create** a media plan
7. **Learn** what the best publicity route may be most suitable
8. **Explain** to your students how to use and work with Microsoft Office Publisher. In case there are students in your classroom who have already used Microsoft Office Publisher go to 9.
9. **Create** groups and assign each of them the production of an ad
10. **Let** the students spend some time in brainstorming, discussing the copy strategy and trying different solutions, taking notes of their own suggestions and ideas
11. **Ask** the students to start working on their ads
12. **Check** their ideas in advance so that no offensive or inappropriate messages will be portrayed
13. **Set** some time limit for producing ads
14. **Show** one another the outputs of their works



Link suggestions:

<http://advertising.about.com/od/guidestoadvertisingpr/a/The-Structure-Of-An-Advertising-Agency.htm>

www.slideshare.net/.../advertising-agency-235507

<https://www.jwt.com>

<http://saatchi.com>

<http://www.ogilvy.com>

<http://www.yr.com>