Key Stage 2 & 3	Created by InspirEd Workshops – Film & Animation Specialists. Book a workshop to support this lesson plan. www.inspiredworkshops.co.uk/bicschool
Curriculum Subjects	**Advertising & Marketing** **Business** Filmmaking
Learning Objectives	**Lesson 2 – Create an advert or presentation promoting a magical device/product.** (See 'Invent a magical device...' for lesson 1)
Materials	BIC EVOLUTION ecolutions pencils. The attached worksheets and scissors. Optional: Art supplies to make the invention Optional: Video cameras/tablets to film the advert

Teacher Prep	**Pupil Prep**
Decide whether your class will be filming an advert or doing a presentation. It may not be possible to make an advert for every single invention so ask the class to choose the best ones. Put the children in small groups. Look on YouTube for some suitable advert examples to show at the start of the lesson. You will need at least 2 examples, one of which will need a tagline. (see below for tagline explanation). Print out the worksheets and make sure the video cameras/tablets are fully charged and ready to use. Optional – Ask the class to make their inventions using art supplies. The advert will be more appealing for the audience if they can see a 'real' product as opposed to an illustration.	None needed

Lesson

Watch and respond.
Ask the pupils to draw four boxes on a piece of paper with the following titles in separate sections. SEE, HEAR, USP and TARGET AUDIENCE.
We recommend using BIC EVOLUTION ecolutions pencils throughout this lesson.

SEE	HEAR
USP	**TARGET AUDIENCE**

Task 1 – Watch the first advert and ask the children to write down their observations in the boxes. The unique selling point is something that makes a product appealing and different from it's competitors.
Activity – Show advert example 2. This time ask the children look for a tagline. When they see it ask them to raise their hands. A tagline is a catchphrase or a slogan that helps to sell a product. Successful taglines are memorable and remind the customer of a specific product or brand.
Task 2 – Working in groups, ask the children to think of a catchy tagline to help sell their invention.

Medium Difficulty – Ask the children to list as many taglines as they can from brands or products they have used or seen on TV.

Complete the USP worksheet.
The electric car's USP's – Eco friendly, cheap to run and convenient to charge.
The pizza's USP's – Fast, convenient, always fresh and hot.
Complete the plan.
Most adverts are straight to the point. Encourage the pupils to fill in the plan using the least amount of words possible. The answers must be phrases as single words may not get the message across. This plan will help them decide what information to include in their advert.
Create a paper edit.
Fill in the boxes then cut them out. Place the boxes in the order that you would like them to appear. This will be the running order of the advert.

Film or present your advert – If you do not wish to edit the adverts on a computer you can draw the titles on paper and film them.

| **Learning Outcomes**	Understand the basic format of an advert and how it is used to promote things. Plan and create an advert. An understanding of unique selling points and taglines – how they are used and why. Complete a paper edit of an advert.
Follow on Activities	Edit the adverts, adding titles, graphics and music. Invite InspirEd Workshops into your school to help you film and edit your adverts.

A unique selling point is something that makes a product appealing and different from it's competitors. What are the USP's of the below products?

Electric Car

ALWAYS FRESH & HOT
Pizza

Create a mind map showing your inventions unique selling points. Add more boxes if needed.
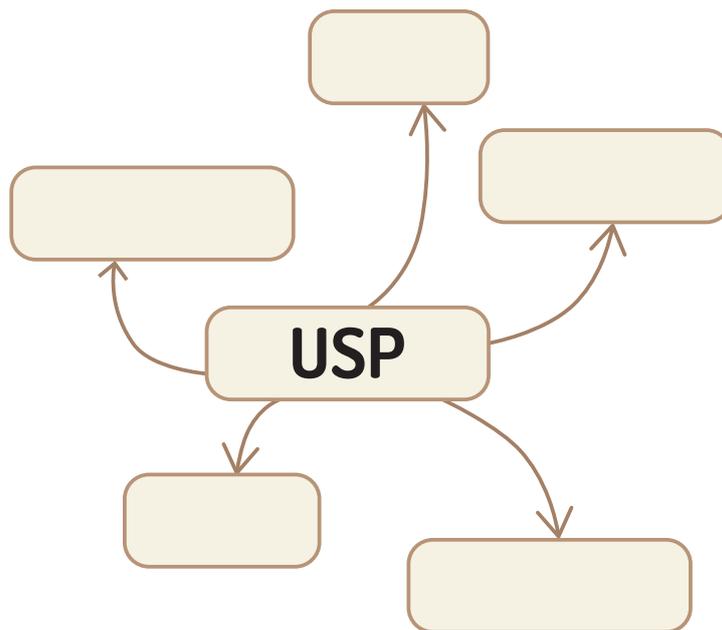
USP

What does your device/product do?

Who is your target audience?

What makes your invention special and why will people buy it?

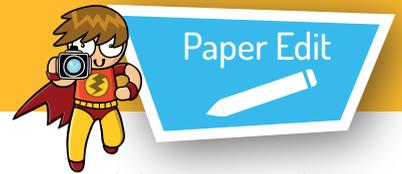What is your device/product made of and how does it work?

How much does it cost to buy?

What is your products tagline?

Fill in the boxes and then cut them out. Write and draw what will happen in each box. Your advert can be a mix of titles (text) and shots of the product.
Prepare a paper edit of your advert by arranging the boxes in the order you want them to happen.

TAGLINE	PRICE	USP 1
USP 2	USP 3	SHOT OF PRODUCT
SHOT OF PRODUCT	SHOT OF PRODUCT	PERSON USING PRODUCT
NAME OF PRODUCT		