Friday 24th March Advertising your cereal Y3 and 4

This weekend, your homework is to watch a range of television commercials, paying particular attention to commercials advertising breakfast cereals. Using the tables below, make notes about the 2 commercials that you feel are most effective.

|  |  |
| --- | --- |
| Product name |  |
| Target audience |  |
| Memorable features (what makes you remember the advert and product?) | Tagline/jingle humour catchy name  icon (character) Storyline music |
| Persuasive elements (how does this product claim to change your life for the better?) | Special offers price promise health benefits |
| Mark out of 10 |  |
| Other notes |  |

|  |  |
| --- | --- |
| Product name |  |
| Target audience |  |
| Memorable features (what makes you remember the advert and product?) | Tagline/jingle humour catchy name  icon (character) Storyline music |
| Persuasive elements (how does this product claim to change your life for the better?) | Special offers price promise health benefits |
| Mark out of 10 |  |
| Other notes |  |

Friday 24th March Advertising your cereal Y5/6

This weekend, your homework is to watch a range of television commercials, paying particular attention to commercials advertising breakfast cereals. Using the tables below, make notes about the 2 commercials that you feel are most effective.

|  |  |
| --- | --- |
| Product name |  |
| Target audience |  |
| Memorable features (what makes you remember the advert and product?) | Tagline/jingle humour catchy name  icon (character) Storyline music |
| Persuasive elements (how does this product claim to change your life for the better?) | Special offers price promise health benefits |
| Mark out of 10 |  |
| Other notes |  |

|  |  |
| --- | --- |
| Product name |  |
| Target audience |  |
| Memorable features (what makes you remember the advert and product?) | Tagline/jingle humour catchy name  icon (character) Storyline music |
| Persuasive elements (how does this product claim to change your life for the better?) | Special offers price promise health benefits |
| Mark out of 10 |  |
| Other notes |  |

Friday 24th March Advertising your cereal Y5/6

Now plan your own commercial:

|  |  |
| --- | --- |
| Product name |  |
| Target audience |  |
| Memorable features (what makes you remember the advert and product?) | Tagline/jingle humour catchy name  icon (character) Storyline music |
| Persuasive elements (how does this product claim to change your life for the better?) | Special offers price promise health benefits |
| Tagline/ jingle: |  |
| Icon/character: |  |
| Other notes |  |