

Buy me, buy me!

by Jackie McAvoy

Level: Pre-intermediate and above

Target age: Teenage and above

Time needed: 50 minutes plus recording time

Aim: For students to produce a short video / audio of an advertisement

Materials: Digital camera or mobile phone / mp3 recorder (e.g. iPod)

Preparation

Before the lesson you need to watch and bookmark these videos on YouTube:

Diary Milk (1m 30 secs):

<http://www.youtube.com/watch?v=V1KiAtVVcOw>

Milky Way (31 secs):

<http://www.youtube.com/watch?v=FIMcUvidZhs>

Galaxy (31 secs):

<http://www.youtube.com/watch?v=D4EstcFPtts&feature=related>

Bounty (31 secs):

<http://www.youtube.com/watch?v=0-gHUDd4FyA&feature=related>

Snickers (1m 16 secs):

<http://www.youtube.com/watch?v=L45DLmPi4mw>

Milk Tray (31 secs):

http://www.youtube.com/watch?v=i0ya5kh4_ZM

*Please note that onestopenglish is not responsible for the content of external Internet sites.

Lead in to the topic

1. Ask the class how they feel about TV adverts. Do they like them? Do they think they're boring? What's a favourite TV advert? Do they think TV adverts work? (On average, over the first 28 days of advertising on TV brands can expect a 5% sales increase, according to statistics on www.marketingminefield.co.uk.)
2. Tell the students you love TV ads for chocolate! How many brands of chocolate can students name? Put students in pairs and give them the worksheet. Ask them to do the first task: match a British chocolate bar with a slogan – this will probably be very difficult. That's fine – show all the downloaded adverts and get them to find the answers.

3. Then do tasks 2a and 2b together. Show just the first advert again (Dairy Milk) and get students to tick if there's music (yes), voiceover (no) or any conversation (no). Then ask them to look at 2b and decide what kind of advert it is (funny, etc.) and who the target audience is (adults or children?). Allow time for students to speak together and compare their ideas, then see what they think.

4. Then work through the other adverts stopping after each one for students to complete the chart in 2a and to discuss 2b.

5. At the end you can ask which advert the students liked the best, and why. Do they prefer the older, more traditional adverts or the more modern ones?

The task

1. Tell students that they are going to design their own TV/radio advert. Show them Part 2 of the worksheet and explain that, still working in pairs, they need to decide what they want to advertise, what it's called, the slogan, etc. Encourage students to use their imagination and not copy an existing advert. All the adverts have music – you could get them to do the actual recording in another lesson so that students can bring their chosen music to the class.
2. They also have to write a *short* script for the advert – either as a conversation or voiceover. Tell students that four of the adverts were only 30 seconds long and they should aim for that too. They need to write notes on the worksheet and use these to practise speaking.

Preparing to record

1. Once students are happy with their adverts, tell them they are now going to be recorded. This can either be filmed as a video (for a TV advert), or just an audio (for a radio advert). See the worksheet *Top tips on recording*.
2. After the advertisements have been recorded, the videos can be uploaded to YouTube. They can then be watched by all the students in another lesson. The videos can also be watched by other students around the world of course! Remember to put *Onestopenglish* in the title of the video, for example: *Onestopenglish Advert for _____*.
3. Audio recordings can also be listened to by all the students in another lesson. If your school has a website, perhaps you can upload the recordings there so that other students can listen to the advertisements too.

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Worksheet

Part 1

1. Match a chocolate bar with a slogan.

- Dairy Milk So light it won't ruin your appetite
- Milky Way Don't stop
- Galaxy A glass and a half full of joy
- Bounty Because the lady loves ...
- Snickers The taste of paradise
- Milk Tray Why have cotton when you can have silk?

2. a) Tick (✓) if the advert has the following:

	music	voiceover	conversation
Dairy Milk	✓		
Milky Way			
Galaxy			
Bounty			
Snickers			
Milk Tray			

- b) Is the advert funny / clever / strange / frightening / exciting / romantic / factual ...?**
Is the advert for adults (both men and women), or teenagers / children (both boys and girls)?

Part 2: Notes for a TV/radio ad

Type of product:	
Name of product:	
Slogan:	
Music:	
Type of advert:	
Target audience:	
Conversation / voiceover:	