



' Smarter...Greener...Safer...'

LESSON PLAN_ONLINE WORKSHOP 1

Topic: Eco Ad

Objectives: students:

- revise and consolidate knowledge concerning advertising
- gain knowledge concerning ecological products
- develop creativity
- design their own eco advert
- develop their environmental awareness
- develop teamwork skills

Methods and techniques:

- teamwork
- working with worksheets
- brainstorming
- discussion

Materials and tools:

- marker pens
- worksheets (Appendix 1)
- sheets of A3 paper
- video of a commercial block (5 commercials of your choice)

Preparation for classes:

- preparing a classroom (including the equipment for the video presentation)
- copying the Worksheets (Appendix 1)

Class duration: 2-4 lessons (depending on the duration of the classes and the size of groups)

Class activities in brief:

1. Introductory stage – brainstorming:

The Task: Think of any ideas that you associate with advertising.

Write the students' suggestions on the board.

Example:

billboard – a large outdoor board for displaying advertisements

PR – public relations – the activity of keeping good relationships between an organization and the people outside it

advertising agency – a company where advertisements are created

advertising campaign – an organized course of action to promote a product or service.

viewership – the audience for a particular television programme or channel,

target group – the group people that the advertisement is hoping to influence in some way

marketing – the action or business of promoting and selling products or services, including market research and advertising

advertising slogan – motto or advertising phrase used to catch people's attention

It is possible that apart from the above phrases the students will come up with ideas like: *lie, boredom, money, commercial break, etc.*

A good idea might be to divide the words into two groups: professional advertising vocabulary and associations.

2. Explaining the meaning of the above words– based on students' knowledge (the sample definitions are given above).

3. Presentation of a commercial block (minimum 5 up-to-date commercials, typical and clear in their structure).

The Task: Try to find out what the typical model/scheme of a commercial is. You may work in pairs.

For sure, the students' ideas will be numerous and varied. The teacher should let the students present and justify their ideas. At the same time, it is advisable to lead the students to model AIDA marketing scheme and explain it to them:

A – *attention (awareness)*

I – *interest*

D – *desire*

A – *action*

4. Present the scheme referring to an exemplary commercial e.g. the one of Coke.

A – there is a truck coming with bright letters ‘Coca Cola’ on it;

I – people in the street get excited;

D – a few people open the bottles, drink and show their happiness;

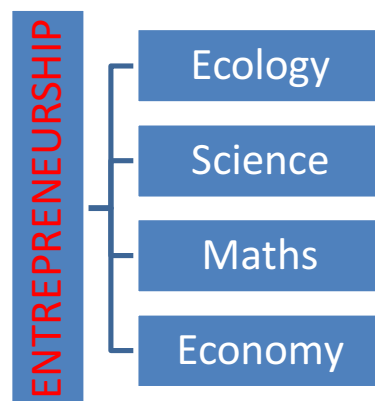
A – a consumer enters the shop and buys the product.

5. THE MAIN TASK:

*Students work in pairs or groups. Their task is to design a successful commercial of an **ecological product** (e.g. food, clothes, toys, cosmetics, vehicles, etc.). The students need to think about the features and properties of the product using their knowledge concerning ecology (e.g. influence on the environment), science (e. g. substances, ingredients), production process (e.g. physical processes and phenomena), maths (e.g. calculating the costs), etc. They have to write down the name of the product and describe how it works or can be used, emphasizing its ecological properties. They also need to decide who the target groups will be.*

The students are to work out a commercial slogan, describe what the advertising poster or video will look like and design the logo of the created product.

6. Groups/Pairs representatives present and describe their ideas. The teacher shows the students how entrepreneurial skills were interconnected with the knowledge of other subjects.



Prepared by Katarzyna Miska

School Counsellor at I Społeczna Szkoła Podstawowa, Zamosc, Poland

SGS_LESSON PLAN_ONLINE WORKSHOP 1

Appendix 1:

CREATE A SUCCESSFUL ECO AD

PRODUCT:

PROPERTIES:

FEATURES/DESCRIPTION:

FUNCTIONING:

TARGET GROUPS:

ASSOCIATIONS:

ADVERTISING SLOGAN:

POSTER:

TV COMMERCIAL:

LOGO DESIGN