**Activity Worksheet: Create adverts for tap water (lesson 2)**

**Introduction:**

After analysing adverts (see activity „Analyse adverts for bottled sweetened drinks), next step ist to create adverts for tap water. The students create advertising posters or a commercial on tap water or ironically alter or disfigure existing beverage advertisements.

**Target group:** secundary schools

**Learning goals:** students learn about influence and effect of advertising on drinking behaviour

**Time needed:** 50 minutes

**Tools and materials needed:**

* Paper
* Pencils, colours
* Videocam, mobile
* ....

**What to do:**

In lesson 1, students found **criteria for successful promotion**.

Next task is, to create adverts for tap water.

**group TV commercial:**

* Produce a TV commercial (about 1 minute) and record it using your mobile phone.
* Take into account the criteria you developed for successful advertising (see lesson1).
* You can cut your ads and add music and effects if necessary.

An editing program you will find u. a. here: [www.chip.de/downloads/Windows-Movie-Maker\_13007023.html](http://www.chip.de/downloads/Windows-Movie-Maker_13007023.html) or [www.windows.microsoft.com/de-de/windows/get-movie-maker-download](http://www.windows.microsoft.com/de-de/windows/get-movie-maker-download)

**group poster:**

* Create a billboard advertisement for a bus stop. Take a big poster and design it creatively.
* Take into account the criteria you developed for successful advertising (see lesson1).

**group newspaper:**

* Produce a commercial advert for your school newspaper.
* Take into account the criteria you developed for successful advertising (see lesson1).

**Hungry minds:**

In order for the advertisement to reach its goal (drink tap water), try to follow the following AIDA concept

**AIDA - concept of advertisements:**

**A**ttention: Attract the customer's attention.

**I**nterest: Interest is aroused.

**D**esire: The desire arises to own the product.

**A**ction: The customer should buy the product.