

Istituto “Plateja Maritain”'s students present:
YOUNG MEDIA LITERATES OF EUROPE
for primary school students

Advertising
Strategies -
Commercial vs

[Inglese 101] Reality





THE KEYS FOR A GOOD ADS:

BIG WORDS

BRIGHT COLOURS

FUNNY CHARACTERS

CLEAR INFORMATION

Famous characters and
positive pictures
influence our choice





DO YOU LIKE IT?

HOW DO YOU FEEL?

This picture is old and the food is ugly and wasted.



Do you like it?
How do you feel?
The food is big,
perfect and colourful

**MARVEL-ONS
TURN KEY
OPPORTUNITY!** ...WITH BREAK
THROUGH
PROFITS

**500-400%
MARK UP!**

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KIDS**

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- NAME POEMS
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- CLOCKS
- POSTERS
- COMIC BOOKS
- PLUSH CHARACTERS

**PERSONALIZED
GROWTH CHART**
DEVIN
APRIL 6, 2006

**PERSONALIZED
CLOCK**

**PERSONALIZED
CD-ROM**

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Do you know the characters?
 Would you buy it?
 The characters are famous
 There are a lot of gadgets



What are the differences?

Why is the commercial different to the reality?



Some commercials convince us to buy their product by selling a different reality

SOMETIMES REALITY IS SMALLER,
UGLIER AND LESS COMFORTABLE



Now create your advertisement!

Remember it must be:

- Interesting
- Colourful
- Clear
- Realistic



MOMENTS OF THE WORKSHOP

