



Name: _____

Class: _____

Advertising Planning Sheet

YOUR TASK: Your group has been asked to create an advertising campaign to encourage healthy habits at your school. You can create your advertisements in any media of your choosing. As a group, discuss the following questions to help you to plan your advertisement.

1. What is the main message you want your ad to convey? What is it that you want fellow students to do once they see your ad?

2. What facts will support your point of view and convince fellow students to do what you want them to do?

3. Think about advertisements you like and dislike on television, in magazines and online. What makes a good advertisement? How can you incorporate these features into your own advertising?

4. How will you grab the attention of your audience? Is there any way to keep your message fresh and ensure that the behaviour you want to create is ongoing?
