



The right formula

Taking driving into the classroom

Communications – Theme 14: Advertising

Activity 14c

Advertise your brand

Create an advertising campaign for your own brand that you developed in Activity 13c. Your campaign must include:

- a press advertisement (colour and black & white version)
- a poster
- a give-away item (such as key rings, book marks, etc)
- another advertising application using media of your choice (such as a bill board, bus back, radio or cinema ad, etc).

Class organisation

Individual work or
in pairs

Resources

Student work from
Activity 13c