



The right formula

Taking driving into the classroom

Communications – Theme 15: Sponsorship

Activity 15b

Sponsorship or advertising?

Many large companies operate extensive advertising and sponsorship programmes.

- Split into groups.
- Each group must choose a well known product brand.
- Collect as much information as possible on their advertising and sponsorship. Search the national press, specialist press, the company website.
- Take cuttings, make copies and print out examples from the internet.
- Have a group 'ideas' session and write down 'key' words that describe the main points of the company's advertising messages. For example, cost-effective, modern, quality products, etc.
- Repeat the process, this time writing down words that describe the company's brand values as presented through sponsorship. For example, caring, dynamic, winning, etc.
- Create two montage boards: one with examples of advertising, the other with sponsorship information and visuals. Overlap some of your 'key' words on each board.

Class organisation

Group activity