

Advertisement Storyboard Activity

Instruction

By Brian Gabriel Olson

This can be used for any course with children or teens at an intermediate level. It explores the theme of business advertising. Students will design an ad and then present it to the class.

TIME: 40-55 minutes, Great project for an entire class period.

MATERIALS NEEDED: Poster board, list of advertising phrases, color crayons/markers.

1. Introduce marketing phrases that might be helpful to include in an advertisement (brand, logo, slogan, BOGO, 50% off, price, free, sale)
2. Elicit product ideas from students and brainstorm brand names and slogans for the products.
3. Prepare an example advertisement in front of the class, with input from students. The ad should include the product, price, brand, and slogan.
4. Split students into groups with each member deciding on a role: artist, copywriter, presenter, etc.
5. Groups present their ads to the class.
6. After all presentations are finished, students write down which product they would buy and give at least two reasons why they chose that product.

Modifications

For lower level students, limit the advertisement to just product and slogan.

Extensions:

- If you have more time in class and want to extend this activity, students can develop basic marketing plans to promote their product. Brainstorm demographic data and decide on where to market the product and which marketing platforms to use.