

## Task Sheet for Sales and Marketing Manager

LI: To analyse and create advertisements

1. Examine the advertising posters for different charities. Complete the graphic organiser to analyse them.
  - [http://www.kidscan.org.nz/sites/default/files/styles/lightbox\\_image/public/gallery\\_images/KidsCan%20National%20Mufti%20Day%20Newsletter%20or%20poster%20image%20A5.jpg?itok=-g\\_8f7PL](http://www.kidscan.org.nz/sites/default/files/styles/lightbox_image/public/gallery_images/KidsCan%20National%20Mufti%20Day%20Newsletter%20or%20poster%20image%20A5.jpg?itok=-g_8f7PL)
  - <http://www.dec.org.uk/sites/default/files/files/How%20to%20Help/Events%20pack%20docs/FundraisingPoster.jpg>
  - <http://notyouraveragemother.files.wordpress.com/2013/03/2.jpg>
  - <http://www.kapitikidsconnect.co.nz/events/spca-cupcake-day-2013/>
2. Think about how you can spread the message about your group selling Gingerbread Horses. Where can you advertise?
3. Plan and create an advertisement which could be displayed appropriately around the school.
4. Write an advertisement which could go in the school daily notices or in a newsletter to parents and/or the community. Use the planning template to record your ideas for your written Gingerbread Horse ad.

Your ad should include:

1. **Introduction:** Capture the reader's attention. State the purpose of the ad and list 2-3 points explaining why the Riding for the Disabled is worth supporting.
2. **Body:** Should include information about how the reader can buy a Gingerbread Horse.
3. **Conclusion:** Review your position and your points to the reader. An emotional appeal may help convince the reader to create an opinion.

## Analysing Visual Advertisements

	<b>Attention</b>	<b>Caption</b>	<b>Graphics</b>	<b>Strengths</b>	<b>Weaknesses</b>
	<ul style="list-style-type: none"> <li>- attention grabbing technique</li> </ul>	<ul style="list-style-type: none"> <li>- sentence / phrase / paragraph</li> <li>- # of words</li> <li>- elements used to separate from body:</li> <li>- contrast (text size, font, style, colour)</li> <li>- proximity (grouped or numbered illustration)</li> <li>- - brevity (length of caption /text format)</li> </ul>	<ul style="list-style-type: none"> <li>- # of images used</li> <li>- positioning of images</li> <li>- colours used</li> </ul>		
Advertisement 1 Cause:					
Advertisement 2 Cause:					
Advertisement 3 Cause:					
Ideas for your own advertisement.					

**Planning Template for Written Advertisement**

Appealing adjectives I could use

Techniques to hook reader in

Benefits of the Riding for the Disabled

Key information that needs to be available to the audience  
(WWWWWH)

What other methods can you use to persuade your reader?