

Zusatzaufgabe: Advert for a mobile phone

Unit 3, D1

You have applied for a job at the advertising agency "Mad for Marketing". The agency wants to test you and asks you to plan an advertisement or a commercial for a mobile phone for children.

1. Develop your ideas in teams. Think about the following:

name of the product – company – price – target group – slogan – jingle – storyline – roles – location – script – logo

2. Present your advertisement or commercial to the other teams.
3. Decide in class which applicants you would choose for the job.