Task Sheet

Learning Intention:

To work collaboratively in your group to create an influential radio advertisement for an existing product. (A member of your group will select an item out of the bag).

Additional Information:

* You will be given planning time for 15 minutes. Complete your group radio ad planner sheet in this time so that all members know what jobs they must complete.
* Include all of the critical information required in an effective radio advertisement
* The duration of your ad must be 30 seconds
* You must include talk over and a jingle that you create
* Plan how to make your advertisement as appealing as possible (you might include music, sound effects, repetition, great vocal expression etc)
* All group members must participate actively in the ad.
* At the end of this lesson your group will perform their radio advertisement for the class.

Going Further: In your integrated book reflect on effective strategies that groups used today. How will you use these to create a radio ad for your product/service for market day? Next lesson your group will use the same process to create a radio ad for your group product/service.