

Create a Radio Advertisement

Week 1 Research

I would like you to research what makes a good advert. Listen to a number of different adverts. **Time** them. How much information can you get in 30 seconds?

What makes a good advert? Is it that they are funny? cheesy? Good quality?

Make a list of memorable adverts and say **why** you think that they are successful e.g Go Compare adverts use the same slogan and characters so that they become recognisable.

Week 2 Script

I would like you to write a script for an advert for a new theme park that will open later this year. Make sure that you get all the **relevant information** in such as opening times, prices, location.

Don't forget to use your best **persuasive language** to promote the theme park. Why would people want to go there?

Who is your target audience? Is the park for younger children or adults?

Time yourself to see how long your advert takes. No more than 30 seconds please.

Week 3 Record and Edit

This week you are going to **record** your advert. Use your phone or tablet to make a recording. Make sure that you use your script and you have practised all of the words.

You might have to have several attempts at it until you are happy with it.

See if you can add some **background music or sound effects**. Make sure that it is appropriate for your theme park e.g you could use water sounds for a water park.

Edit the advert to make sure that it sounds as professional as possible. Can you get rid of any unnecessary noises and make sure that it runs smoothly.

Week 4 Edit and Send

Make any final changes to your advert to make sure that you are really happy with it and then email it to me to listen to. My email address is: mcneilc@parkfields.cbeds.co.uk