Lesson 8: Advertising

Concepts
Advertising: A form of communication to persuade an audience to buy products.
Commercial: A span of television, radio, or Internet programming paid by a business to convey an advertising message.
Slogan: A memorable phrase in a commercial as a repetitive expression of a product.

Activity
Ms. Rogers, a 5th grade teacher, enters the class carrying several 4” by 12” cards. She explains to her students that businesses must find ways to entice consumers to buy their products. To do so, businesses get help from marketing specialists who create commercials to advertise products on the radio, T.V., or Internet. To make consumers remember the product name, advertisers create a slogan and repeat it in the commercial. A catchy slogan makes consumers to remember the product name and buy more of it or substitute it for a similar product. Successful advertising creates a brand name for a product and generates more sales for the business.

Ms. Rogers tells her class they are going to play slogan games, using her 4” by 12” slogan cards. First, she would show the class a slogan and have a student volunteer to name the product. Then, she would show the class the name of a product and have a student guess its slogan.

Slogan-Product Game:
Just Do It!
Brian: Nike

Don’t bother me. I’m eating!
Carla: Carl’s Jr.

Just for the taste of it!
Nicole: Coca Cola

You are in good hands with...
Clark: Farmers Insurance
Ms. Rogers: No, but close
Steve: All State Insurance

Gets the red out!
John: ???
Ms. Rogers: Anyone else?
Ms. Rogers: Visine

**Product-Slogan Game:**
*Because you are worth it!*
Joan: L’Oreal

*It only does everything!*
Matt: Playstation

*M'm! M'm! Good! M'm! M'm! Good!*
Jack: Campbell Soup

**Can You Hear me Know?**
Jose: Verizon

**Taste the Rainbow!**
Susan: M & Ms
Ms. Rogers: No, try again!
Susan: Kit Kats
Ms. Rogers: No; anyone else?
Cathy: Skittles

Ms. Rogers ends the lesson by giving the class a homework of a few challenging slogans to name the products for extra credit:

- Eat Fresh!
- The Ultimate Driving Machine!
- Leggo My Eggo
- Obey Your Thirst!
- Do the Dow!
- I’m Lovin’ It!
- Think Outside the Bun
- Fly the Friendly Skies!
- Absorbs Like Magic!
- ...: Its all in the Mix!
- ... Eatin' Good in the Neighborhood
- That Frosty Mug Sensation!
- When you're here, you're Family
- The Greatest Tragedy is Indifference!

In addition, Ms. Rogers asks for a student volunteer to summarize the lesson plan and assigns each student a homework of making four 4” by 12” cards: two Slogan-Product
cards and two Product-Slogan cards to share with the class.