

Lesson 2

What information and descriptive details might each shoemaker give about their products to persuade the customer to buy from them?

Mr Botte	His competitor

Lesson 3 - Starter activity

How do the images below make you feel?



What about this image would make you want to try it? What words would you use to describe it?

What about this image makes you want to help? What words would you use to describe it?



What about this image makes you want to visit there? What words would you use to describe it?

Lesson 3 - Main activity

Mr Botte's trainers



Competitors trainers



Lesson 4

Starter activity



1.



2.



3.



4.



5.



6.



7.



8.



9.



10.



11.



12.

Answers:

- 1) Vodafone
- 2) Pepsi
- 3) Volkswagen
- 4) Apple
- 5) British Rail
- 6) McDonalds
- 7) Pizza Express
- 8) Nike
- 9) Windows
- 10) World Wildlife Fund
- 11) Lloyds TSB
- 12) The National Lottery

Lesson 4

Slogan examples



"Just do it"



"Impossible is Nothing"



"I'm lovin' it"



"The Ultimate Driving Machine"



"Vorsprung durch Technik"

L'ORÉAL

"Because I'm worth it"

Gillette

"The Best A Man Can Get"



"Every Little Helps"



"Never Knowingly Undersold"



"The World's Local Bank"



"Always Coca-Cola"



"For Successful Living"



"The Totally Tropical Taste"



"Does exactly what it says on the tin"

Lesson 4 - Main activity

Logo Design	Possible Slogan/Slogans

Lesson 5 - Starter activity

Have you always wanted...?

Did you know...?

Do you wish that...?

Why don't you try...?

Are you bored
with...?

Lesson 5 - Main activity

