

## **Activity 4: Amazing Advertisement**

It doesn't matter how good your business is; if people don't know you exist then you're not going to sell any products. This activity helps you to tell the rest of the school (and local community) what a 'Gadget Shop' is all about!

### **Business aim:**

In this activity we are going to be designing some marketing materials to distribute around your school. These will let all your friends know how wonderful a 'Gadget Shop' really is!

### **What should we have achieved by the end of this activity?**

By the end of this activity, you will have created a poster to advertise your 'Gadget Shop', perhaps using technology.

### **Why are we doing this activity?**

If you want lots of people to come to your stall, you need to tell lots of people that your stall actually exists. Imagine some of the big shops on the high street; how do they market their products? (Television, Radio, Newspapers, Catalogues).

### **The activity:**

As a group, or individually, design a poster to advertise your 'Gadget Shop'. If you ask your teacher nicely, they might even let you design your poster using ICT. Use the questions below to help you to plan what to include on your poster:

- What are you trying to advertise?
- How are you going to tell people, in just a few words, what a 'Gadget Shop' is all about, and what you are selling?
- Are there going to be any pictures on your poster?
- Is your poster going to be bright and colourful?
- What is the date and time of your school fair? Do you need to include these on the poster?
- Are you going to tell people roughly how much they would need to bring to buy a Gadget from your shop? (About 50p to £3.00 would be enough to purchase a gadget!)

### **Did we manage to meet our business aim?**

Have you, as a group, designed at least one poster to put up around your school? Now it's time to either photocopy the poster or print off several copies if you have designed it on a computer. Place these posters around your school in places you think people are likely to see them.