

Marketing strategies

*La pubblicità e le diverse strategie
di marketing*

Advertising on magazines or websites



~~rowing boat~~
~~cangaroo~~
~~battleship~~
sky scrapper
submarine

what will your children see? 



LE ROUGE
CHANEL



THE CHOICE OF ITALY®



Time for a royal celebration...

Share a **Coke** with...

#ShareaCoke open happiness™

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Advertising on magazines and websites. Group work. 1 hour

STEP 1. *4 groups. Each group writes on a different Interactive Whiteboard (LIM). Each group will answer all the 5 questions 5 answers per advert. The questions are referred to the 4 adverts in the previous page.*

1. **TARGET** What is the target group?
2. **IMAGE** Describe the picture. What does it represent? Comment on the use of colours, size of the image, etc .
3. **CAPTION** Are there any captions/ slogans? Write a comment on the use of words. What connotations do they have?
4. **PRODUCT** What product is the advert promoting?
5. **MESSAGE** What is the main message of each advert?

STEP 2 *Class activity. Compare the answers.*

The groups may find it useful to use this link on advertising techniques (or it can given as a homework)

http://www.foothilltech.org/rgeib/english/media_literacy/advertising_techniques.htm

Video advertising 3.0

1 hour

STEP 1. The whole class watches all 4 videos.

- **Dove** commercial: <http://www.youtube.com/watch?v=iYhCnojf46U>
- **McDonald's** commercial <http://www.youtube.com/watch?v=oSdokeSj2W8>
- **Fiat** commercial <http://video.corriere.it/famiglia-italiana-regalo-spot-fiat-500l-usa/6182be86-ff4d-11e2-a99f-83bof6990348>
- **Nike** commercial <http://www.youtube.com/watch?v=aPkyPdubqDs>

STEP 2 . Groupwork. Four questions about each video. Each group answers 1 question per video and fills in the shared document below (group 1 answers questions number 1 etc.)

https://docs.google.com/a/pacioli.net/document/d/1cDGyo5WiApO5fQzlanf-QV4ZLi_h-jUwhozS1cFppU4/edit

The best commercials

Just for fun!

Watch this video

<http://www.youtube.com/watch?v=wgP8MO2KbdA>

Homework

The background features a large, faint illustration of a dove in flight, with its wings spread wide. The word "Dove" is written in a dark blue, elegant script font in the upper right corner, with a registered trademark symbol (®) to its right. Below the word "Dove" is a small, dark grey silhouette of a dove's head and neck, facing left. The overall background is light grey with scattered white speckles, suggesting a soft, ethereal atmosphere.

Dove®

This is an article about a 96 year old model posing for a Dove advert. Read and answer the questions

https://docs.google.com/a/pacioli.net/file/d/oB_7C5Owwn2zJOV96YjlYNkZuUkU/edit?usp=drive_web