

## Plan your advertising campaign



You are going to create an **advert** to get more people interested in tennis (in all its forms). Fill in the sections below to help you plan your campaign.

1.	What <b>sport</b> is your advert promoting?	
2.	What is the <b>purpose</b> of your advert?	
3.	What <b>type</b> of advert are you making? E.g. a short promo video, a leaflet	
4.	What are the <b>best things</b> about tennis/wheelchair tennis? List five things.	<ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> <li>•</li> <li>•</li> </ul>
5.	Many adverts have a memorable <b>catchphrase</b> . This is a short, clever phrase which sums up what is great about the product. Jot down some ideas for a catchphrase for your advert.	

<p>6.</p>	<p>Adverts often have <b>images</b> (pictures or video) and words. What images do you think you should include?</p>	
<p>7.</p>	<p>The <b>words</b> need to <b>persuade</b> people to play tennis. What kind of things will you need to write? List some persuasive words/phrases that you can feature in your own advertising campaign.</p>	
<p>8.</p>	<p>Your advert should also include <b>information</b> about tennis (and its different forms like wheelchair tennis and visually impaired tennis). These should be <b>interesting</b>.</p> <p><b>Find out three</b> good facts to put in your advert.</p>	<ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> </ul>