



Stage 10: Designing an advertising campaign

Learning objectives:

- To design and make packaging
- To write and perform promotional material

Stage overview:

In this stage, the children will take inspiration from food and restaurant advertisements and learn about different forms of promotion that businesses use to attract customers. They will use this learning to design an advertising campaign to promote their themed restaurant.

After that, the children will be challenged to prepare a short presentation to explain their business journey and exhibit their chosen themed restaurant dish and model.

Materials needed:

- Food advertisements from magazines
- Coloured paper and card
- Pencil crayons/ felt tip pens

Presentation notes:

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| Slide 2-3: Promotion | <ul style="list-style-type: none"> • Share the definition of promotion and ask the children to think of any real-life examples that they have seen. |
| Slide 4: Exploring food advertising | <ul style="list-style-type: none"> • Give the children a selection of food advertisements from magazines and ask them to look at what the businesses have done to persuade customers to buy their product. Do they think it has worked? Would they be persuaded? How does the advert use photographs and persuasive language? |
| Slide 5: Writing an advertisement | <ul style="list-style-type: none"> • The children should then take inspiration from the promotional material that they have examined to design their own written advertisement for their product. • Remind the children to describe/ explain how their product is better than their competitors' products and highlight the nutritional benefits that they identified in their nutritional analysis. • Remind the children to include the price and special offers e.g. lower introductory price, buy one get one free etc. • Programs such as Adobe Spark Post or Pic Collage could be used to complete this task. |
| Slide 6: Writing and performing a television or advertisement | <ul style="list-style-type: none"> • Ask the children to work in groups to plan and perform a television or radio advertisement for their product. • Remind them to speak at a clear pace and volume when they are presenting. • Assess spoken language during their performance. • Free 'Audacity' software could be used to record their adverts and carry out |

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| | <p>basic edits, including removing mistakes, adjusting volume levels and adding music and/or sound effects. These could be played as part of the children's presentations at the end of the project.</p> |
| Slide 7-9: Plastic packaging | <ul style="list-style-type: none"> • The children's restaurants may wish to offer a takeaway service. However, the takeaway industry generates a lot of single-use plastic waste which will take hundreds of years to biodegrade. • Use the power point to lead a discussion about non-recyclable plastic packaging waste. |
| Slide 10: Designing and making packaging | <ul style="list-style-type: none"> • Challenge the children to design about a method of packaging their takeaway portions that reduces packaging and uses materials that can be easily recycled. • Ask the children to draw and label a sketch of their packaging. Remind them to think carefully about how they will make their product stand out on the street as their customers should act as advertisements for their restaurant. • The children should then make and decorate an example of the packaging and evaluate it against their design sketch. • Alternatively, the Foldify iPad application could be used to design packaging nets. The children could select an appropriate template, add custom artwork and then print, cut out and fold their nets to create packaging. |
| Presenting the final business project | <ul style="list-style-type: none"> • Give the children the opportunity to prepare a presentation to share their business journeys: from the development of their name and logo, to the creation of their innovative themed dish, to building their scaled model of their restaurant with working lighting and promoting the nutritional and environmental benefits of their recipes. They might like the present this as a video using an iPad application such as iMovie. • This would be a good opportunity to assess spoken language skills. |

National Curriculum Links:

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| Design and Technology | Design | <ul style="list-style-type: none"> - Use research and develop design criteria to inform the design of innovative, functional, appealing products that are fit for purpose, aimed at particular individuals or groups - Generate, develop, model and communicate their ideas through discussion, annotated sketches, cross-sectional and exploded diagrams, prototypes, pattern pieces and computer-aided design |
| | Make | <ul style="list-style-type: none"> - Select from and use a wider range of materials and components, including construction materials, textiles and ingredients, according to their functional properties and aesthetic qualities |
| | Evaluate | <ul style="list-style-type: none"> - Investigate and analyse a range of existing products - Evaluate their ideas and products against their own design criteria and consider the views of others to improve their work |
| Computing | | <ul style="list-style-type: none"> - Select, use and combine a variety of software (including internet services) on a range of digital devices to design and create a range of programs, systems and content that accomplish given goals, including collecting, analysing, evaluating and presenting data and information. |