

# The Ultimate Secondary School Gadget Sell, sell, sell!



Today, we want you to plan your advert for your amazing gadget.  
This could be an advert for TV or a radio jingle.  
Tomorrow you will film/ record your advert!

**First**, will you make:

- \* a radio jingle (where you might use rhyme/rap/ music) to sell your gadget,
- \* a TV style advert.

If you are making a TV style advert, think about whether **you** will be in the advert or whether you will be providing a voiceover to images.

## What to do today

Plan how you will present your advert - and think about things you might need for it.

Create a script with what you will say in your advert, so tomorrow you can focus on producing the advert.



## **Think about...**

Letting your audience know of all your gadget's amazing features, and why it is so brilliant, so they want one themselves.

Your target market - Kids will want your gadget, but what can you do to persuade the adults to buy it for them? What will make adults think it is a brilliant idea to buy for their children? What will make them think it is good value? How much will it cost?

**Remember, you need to try to sell it to as many people as possible, so think carefully about how you are going to persuade them to part with their money and buy your gadget! If you get stuck, watch or listen to some real adverts for ideas!**