

# Brain drain inc.

Dear team,

You have the chance of winning a brand new, exciting account, developing a campaign for an entirely new product.

**Product Name – *You can make up your own product name.***

**What is so special?**

They are –

- Made of chocolate
- Full of bubbles
- That burst with fruit flavours
- That fizz on the tongue

**You need to decide the target audience.**

Your job is to create a campaign to launch this new product. Your group has to

- Design a magazine advert
- Make a radio advert
- Create a t.v. advert.

## Things to remember about persuasion

- Genre
- Star/personality
- Illusions of facts and figures
- Figures of speech
- Expert witness
- Scientific jargon – health, vitamins
- Conscience - emotional blackmail, lifestyle
- Advantageous promises (freebies, coupons, competitions)
- Rule of three
- A sense of belonging ( age, class, lifestyle)
- Gaining attention (humour, shock, surprise)

**You have 6 lessons + 3 homeworks to complete this assignment.**