

Challenge 4

Option C

TV/Radio Advert

Create a TV advert for your Big Idea
OR
Create a radio advert for your Big Idea



Top Tips

TV advert

- You have a limited time frame to engage your audience, so you have to get your message across quickly.
- The audio can be a voiceover or an on-camera actor. The audio track may also include any music or sound effects that you select.
- Appear in your own advert - no-one else could possibly bring the enthusiasm and expertise that you can!
- Use props, dress up and have lots of fun!

Radio advert

- Dialogue should be informative and catchy and might include a memorable slogan.
- Remember to use sound effects. Sounds may include things like car engines or the crunch of someone eating cereal - use your imagination for how to create those sounds using everyday objects.
- Include music or create your own jingle.

Inspiration

There are lots of advertising techniques that you could use in your advert, such as the ones shown here:

- www.bbc.co.uk/bitesize/guides/z2p4qty/revision/2

Here are some tips for making TV and radio adverts, creating sound effects, or running a campaign:

- www.thebalancecareers.com/effective-tv-commercials-39339
- <https://www.wikihow.com/Write-a-Radio-Ad>
- <https://www.youtube.com/watch?v=Bh-wZ3Tx6gA>

Next Steps

- Complete the challenge
- Update your business plan and PowerPoint with new information