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| --- | --- |
| **Kompetenzen** | An Gesprächen teilnehmen, Schreiben, kreativer Umgang mit digitalen Tools,  |
| **Niveau** | B2 |
| **Themenbereiche** | Wirtschaft und Arbeitswelt |
| **Methoden** | Einzelarbeit, Partnerarbeit, Gruppenarbeit, Einsatz digitaler Medien  |
| **Zeitbedarf** | 3x50 Min. |
| **Eingangsvoraus-setzungen** | S/S verfügen über Basiswortschatz zum Themengebiet **Werbung und Marketing.** |
| **Materialien** | 1 Mobiles Endgerät (S/S) |
| **Quellen** | Eigene Idee, Bilderquelle: [www.pixabay.com](http://www.pixabay.com)  |
| **TechTools** | **Moodle****Alternative: MS Teams** |

**You’ll be lovin’ it**

**Task 1**

Here are different types of products:

* apparel and footwear
* baby and child products
* beauty products (e.g. skincare products, sunscreens or anti-aging lotions)
* cars
* apps
* cleaning products (e.g. toilet cleaners, air-care products or laundry detergents)
* electronics and mobile devices
* convenience foods (e.g. ready meals, frozen foods or snack foods)
* health and food supplements



1. Work in **pairs or small groups** and choose a type of product or service you’re interested in.
2. Make a **30-second-TV commercial** to promote the product or service.

Write a script for the commercial and come up with a story that will communicate your message.
You should …

* describe what your product or service does
* state its benefits and how it will improve buyers’ lives
* convince them to buy

Your commercial **might** **have** different aims:

 to **inform**

 to **persuade**

 to **manipulate**

 to **provoke**

In order to fulfil your aim, use “marketing language”.

Use **adjectives** to make your product/service sound interesting (eg. *breathtaking, mouthwatering, stylish).*

Use **superlatives** to show that it offers something nobody/nothing else does (e.g. *juiciest, latest, fastest, easiest).*

Use **imperatives** (e.g. *Just do it. Don’t wait – act now.*) in order to make people buy your product/service.

Use **rhetorical questions** (e.g. *Would you like to have skin as smooth as silk?).*

Make **promises** (e.g. *You’ll be thrilled with the results*.)

1. **Upload** your commercial to the discussion forum on Moodle by … (deadline).

**Task 2**

Work on your own. **View the commercials** that have been posted to the forum.

1. Choose three that attract your attention.
* What makes these commercials interesting/attractive?

Think about the reasons and take some notes.

* Imagine you have bought and tried the products and/or services. Are you happy or dissatisfied with them?
1. Leave **a** **review** for **one** of the **products/services**. Your review should:
* describe the product
* identify the problem (if there was any)
* state your opinion

If you want to find out more about how to write a good product or service review, go to <https://en.oxforddictionaries.com/writing-help/writing-a-product-review>

**Task 3**

Read the customer reviews that have been posted for your product or service.

In your pairs or groups decide who is going to **post a reply**.

* If it's an unhappy customer review, say what you are going to do to put things right.
* If it’s a happy customer comment, write a few words of appreciation.

Post your reply by … (deadline).

**Task 4**

Give each other feedback on the commercials you have produced, based on your notes from Task 2a.

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| --- | --- | --- | --- |
| *Nach dieser Lerneinheit kann ich …* |  |  |  |
| … einen kurzen Werbespot produzieren |  |  |  |
| … eine Produkt-/Servicerezension schreiben |  |  |  |
| … einen Werbespot analysieren und Gründe angeben, warum er funktioniert |  |  |  |
| … auf eine Rezension angemessen reagieren |  |  |  |