

JAMES AND THE GIANT PEACH

ACTIVITY SHEET

AMAZING ADVERTISEMENTS

Roll up! Roll up! See the Giant Peach! Using the sheet below (or any piece of paper will do) write an advertisement to persuade people from far and wide to come and see the Giant Peach.

FORMAT:

How will people experience your advert?
Will this be a poster or a radio jingle?
Maybe it will appear on television?

PURPOSE:

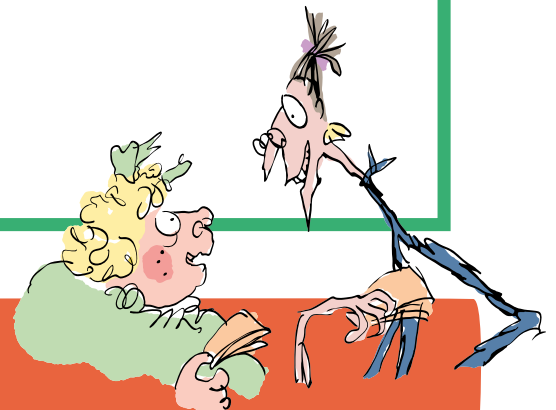
What are you trying to persuade your audience to do?

KEY SELLING POINTS:

Why should your audience come and see the Giant Peach?

OTHER IMPORTANT DETAILS:

What else might your audience need to know?
Think about where they can find the peach, who they might want to bring with them and how much it might cost to see it.



NEXT STEPS

Using the next sheet of this resource come up with a sensational slogan for your advertising campaign.

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SENSATIONAL SLOGANS

Now you've got all the key details in place it's time to write a catchy slogan to go with your advert. Top tip: keep this short and sweet, you want your audience to be able to remember this easily.

Use the adjectives below (or come up with your own!) and try using alliteration to add humour and a pleasing sense of rhythm (alliteration is where two or more words start with the same first letter i.e. perfectly peculiar peach or atrociously awful aunts).

MIRACULOUS	WONDERFUL
STUPENDOUS	INCREDIBLE
TREMENDOUS	MAGICAL
AMAZING	PERFECT
	REMARKABLE
	SPLENDID
	ENCHANTING

MY CAMPAIGN SLOGAN

Remember to keep this short and memorable.

NEXT STEPS

Make your advert! Design a poster (make sure it's bright and eye-catching!), write a jingle and perform it to your family or write a script for a television ad and film it with the help of a grown-up.