

Role-Playing Activity: Creating a Simple Advertisement

Objective:

Participants will work in teams to find a **relevant image** and write a **persuasive promotional paragraph** for a product or service. This activity aims to develop **creative marketing skills** by selecting visual elements and crafting compelling ad copy.

Duration:

30-45 minutes

Materials Needed:

1. **Electronic devices** (laptop, tablet, or smartphone).
2. **Image search tools** (Google Images, Unsplash, Pexels, or other free image sources).
3. **Shared document or worksheet** for compiling the text.

Scenario:

📌 **Your team has been hired to create an advertisement for a new product or service.**

- You need to find an **image that represents the ad** from the internet.
- Write a **persuasive promotional paragraph** (50-100 words) to attract potential customers.

Roles:

✦ **Each team member selects a specific role:**

1. **Image Researcher:**

- a. Responsible for **finding an eye-catching image** that best represents the advertisement.
- 2. Content Writer:**
 - a. Writes a **compelling ad copy** that highlights **the product's or service's key benefits**.
- 3. (Optional) Team Coordinator:**
 - a. Ensures that **the image and text align cohesively** and presents the final ad to the group.

Steps to Execute the Activity:

1. Form Teams:

- Divide participants into **teams of 2-3 members**.
- Each member selects **one role** in the team.

2. Choose a Product or Service:

- Each team either **selects a product or service** they want to promote or **receives a pre-assigned product** from the instructor.

3. Find a Suitable Image:

- The **Image Researcher** looks for an image that **matches the ad's theme**.
- Teams can use **free image sources** like Unsplash, Pexels, or Google Images (ensuring proper usage rights).

4. Write the Ad Copy:

- The **Content Writer** creates a **short and engaging promotional paragraph** (50-100 words).
- The text should be **persuasive, clear, and highlight the product's main benefits**.

5. Review & Present the Advertisement:

- The team ensures **the image and text work well together**.
- Each team presents their ad in **1-2 minutes** to the group.

Example Advertisement:

 **Selected Image:** A steaming cup of coffee next to an open book on a wooden table.

 **Ad Copy:**

"Start your day with an irresistible aroma! ☕ Enjoy the rich, handcrafted taste of **Bean Bliss** coffee, made from the finest roasted beans to bring you warmth and energy. Try it today!"

Evaluation & Final Discussion (10-15 minutes):

 **Reflection Questions:**

1. What was the main factor influencing your choice of image?
2. How did the image help convey the message of your ad?
3. What challenges did you face while crafting the ad copy?

 **Instructor Feedback:**

- The instructor provides **constructive feedback on creativity, clarity, and the effectiveness of the advertisement.**

Expected Outcomes:

- ✓ **Enhanced skills in selecting the right visuals for advertising.**
- ✓ **Understanding how to write compelling ad copy.**
- ✓ **Recognizing the importance of aligning visuals with messaging in advertisements.**