

Plan your advertising campaign

You are going to create an **advert** to get more people interested in tennis (in all its forms). Fill in the sections below to help you plan your campaign.



1.	What sport is your advert promoting?	
2.	What is the purpose of your advert?	
3.	What type of advert are you making? E.g. a short promo video, a leaflet	
4.	What are the best things about tennis/wheelchair tennis? List five things.	• • • • •
5.	Many adverts have a memorable catchphrase . This is a short, clever phrase which sums up what is great about the product. Jot down some ideas for a catchphrase for your advert.	

6.	Adverts often have images (pictures or video) and words. What images do you think you should include?	
7.	The words need to persuade people to play tennis. What kind of things will you need to write? List some persuasive words/phrases that you can feature in your own advertising campaign.	
8.	Your advert should also include information about tennis (and its different forms like wheelchair tennis and visually impaired tennis). These should be interesting. Find out three good facts to put in your advert.	• • •