



Task Two: Research a contemporary advertising campaign by:

a. Reading the Press Release and answering the following questions:

TIP: Answers are spread throughout the whole press release, so read the full article before answering.

1. For how long has this campaign been running?
2. Who is the target demographic (audience) for the campaign?
3. How successful has the campaign been?
4. Why is the campaign necessary?
5. What is the main idea/concept behind the campaign? (How are they convincing the demographic to eat more vegetables?)
6. As well as the TV advert, what other methods are used in this campaign?
7. Who is funding this campaign? How much has it cost? Why do you think they are funding it?
8. Why do you think these particular celebrities have been selected for this campaign? (There may be different reasons for each)
9. The 2022 version of the campaign does not use celebrities. What do you think might be the reason behind this decision?

Remember there is a link to additional materials (the adverts; the website; a behind-the-scenes video) which may help you: <https://wke.lt/w/s/0sm7fU>

b. Creating your own ideas for the following brief:

The Press Release from ITV states: 'only 6% of teenagers aged 11-16 currently [eat] enough veg'.

Create ideas for a campaign that would increase the amount of vegetables eaten by this age group.

You should:

- Create a campaign name
- Create a campaign logo
- Identify relevant celebrities who could be used in your campaign and explain how they would get involved
- Identify at least three different advertising methods you could use in your campaign and explain your ideas for each (e.g. TV adverts, social media, websites, school campaign, posters, editorial content on specific TV shows, merchandise etc.)

You could:

- Present all of this work in writing
- Sketch out your ideas by hand (this may include storyboards)
- Use IT to create/edit your work
- Take photographs to illustrate your ideas
- Mock up texts such as social media posts or print adverts

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