

# Cracking eggs

Fun and engaging teaching resources, interesting facts and information about eggs for 5 - 11 year olds

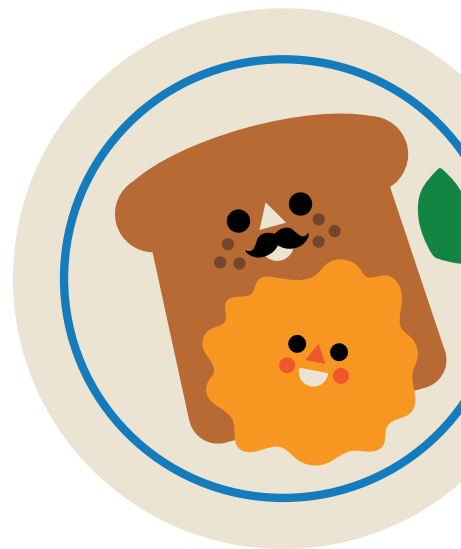
## Eggs advertisement plan (ages 9-11)

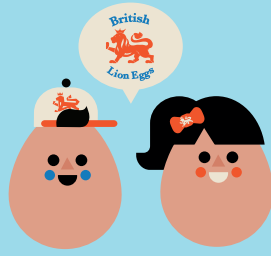
To create an effective advertisement, you might like to think about the following questions:

- 1** Who is our target audience? (e.g. school children)
- 2** What important information do we want to tell the audience?
- 3** Will we use a slogan or jingle? If so, what will it be?
- 4** What roles will we play? (e.g. actor or actors, director, camera operator)
- 5** What persuasive techniques will we use? (e.g. humour, a celebrity or memorable character, telling a story)
- 6** Where (within the school) will we film our advertisement?
- 7** Will we use any special camera effects or techniques? (e.g. black and white, close-ups, stop-motion animation)



[egginfo.co.uk/schools](http://egginfo.co.uk/schools)





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Now 'storyboard' your ad - write or draw what will happen in each scene

1

2

3

4

5

6

Continue on another sheet of paper if you need more room.