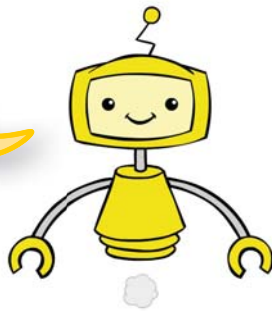


# Jean genie

So Peter, you need advice on how to create an advertisement to sell some of your things. Have you thought about how to make your advertisement successful? Of course there are all the big questions to consider. Who's going to want to buy it? Where will you advertise? How will you convince people that they need it? Right, I think we are ready to market. Let's get creative!



## LINKS TO:

Stage 2, Module 8

Learning Object 3: Create an advertisement

## PRIOR LEARNING:

Stage 2

Module 8 Learning Object 2:

*What's in an advertisement?*



## 1

## Exercises

### Exercise 1

In Module 8, Learning Object 3, *Create an advertisement*, we helped Anna to create advertisements to sell some of her personal items online.

Let's see if we can learn from what she did.

When selling her opal pendant, Anna and Nina came up with many possible statements and questions to use in their online advertisement. Of course, not all of these could be included.

**Read the following statements and questions:**

- *Selamat datang di situs kecantikan asli Australia.*
- *Apa kamu mau berkilau waktu berjalan?*
- *Apa kamu mau membeli sepotong kecil dari Australia?*
- *Apa hidupmu membosankan?*
- *Apa kamu mau membuat hidupmu lebih menarik?*
- *Kalau begitu, kamu perlu opal.*
- *Gaya Australia yang unik.*
- *Batu dengan banyak warna.*
- *Warna-warna pelangi.*
- *Batu yang unik.*
- *Opal asli dari Coober Pedy, Australia.*
- *Dengan rantai emas juga.*
- *Setengah dari harga asli.*
- *Dijual dalam kotak perhiasan.*
- *Buatlah teman-temanmu iri.*

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**1.1 Skim the text on the previous page.**

**Highlight any words or phrases Anna used to persuade people to buy her opal pendant.**

**1.2 If you were to help Anna create this online advertisement for an opal pendant, which of these statements and questions would you include?**

**Write these on the lines provided.**

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**1.3 Why did you choose these statements and questions and not others?**

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**1.4 To whom do you think that this advertisement would appeal?**

**Give reasons to explain your answer.**

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**1.5 How would this online advertisement change if it were broadcast on radio?**

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**Exercise 2**

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Peter wants to sell some of his possessions to buy a new bike.

Peter is growing so fast that the designer jeans he bought last month are already too small. They are barely worn, and he has decided to sell them.

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To do this, he plans to put an advertisement on his school noticeboard.

**2.1** Creating an effective advertisement requires some planning.

**Use the questions below to help design the contents of your advertisement.**

**2.1.1 Who is the audience for the advertisement?**

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**2.1.2 What Indonesian words and phrases could you include in your advertisement to persuade someone to buy Peter's designer jeans?**

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**2.1.3 Does your advertisement have a slogan?**

**If so, write it in Indonesian.**

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**2.1.4 What advertising techniques are you going to use?**

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**2.1.5 What images will you use?**

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**2.1.6 What colours will you use in the advertisement?**

**Why have you chosen these colours?**

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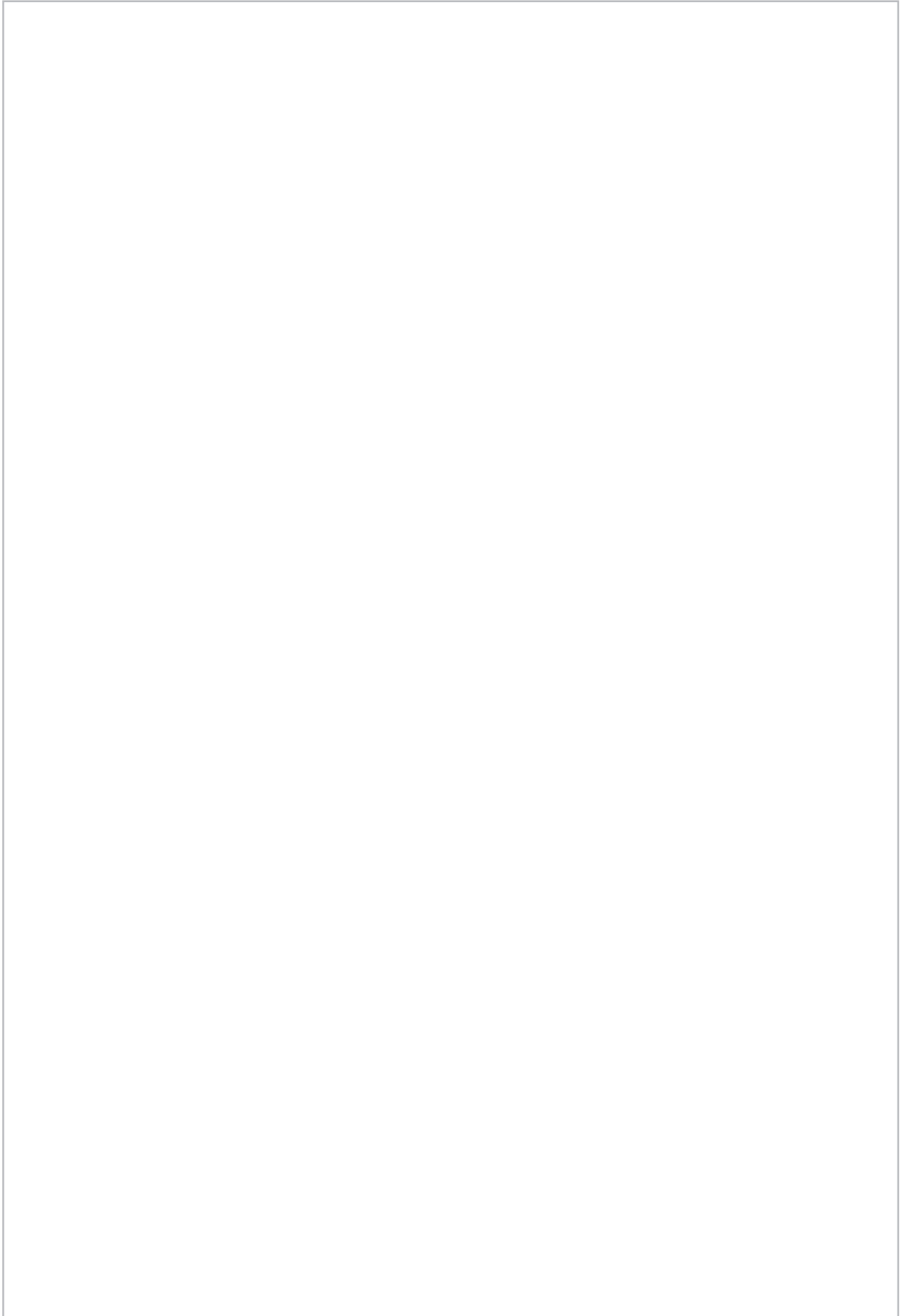
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**2.1.7 Use the space below to create your advertisement.**

A large, empty rectangular box with a thin black border, intended for the student to create an advertisement. The box occupies most of the page's vertical space.

**2.2** Look at the advertisement you created and answer the following questions.

**2.2.1** In Module 8, Work Sheet 2, *What's in an advertisement?*, we looked at some cultural elements that made advertisements more appealing to an Indonesian audience.

**What influence did culture have on your overall design and content when you created Peter's advertisement?**

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**2.2.2** If you were helping Peter to design an advertisement to put up at his Australian school, how might it differ from the one you have designed here?

**Give examples to explain your reasons.**

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### Exercise 3

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Peter and Anna found the following advertisement in a local newspaper.

Study it carefully and then answer the following questions in English.

**ALPHA GYM** Alat Olahraga. Jual & reparasi macam2 alat fitness. Tersedia alat baru dan bekas. Showroom Jl. Cempaka Putih 98C Jakpus. Hub. 021 98007898

- 3.1 Consider the design and content of the advertisement. Identify the features of the classified advertisement above. The classified advertisement has the following features:**

Hint! You might like to revisit what you learned in Work Sheet 1, *What's in an advertisement*, about the features of advertisements.

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- 3.2 How does the classified advertisement differ from the other advertisement types you have learned about in this module? (Online, radio, television and full-colour print advertisements.)**

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**3.4** Peter is concerned that he may not reach a wide enough audience using his full-colour flyer advertisement.

**Use the knowledge about classified advertising in Indonesia that you have inferred from analysing the advertisement in this exercise to design a classified advertisement for Peter's jeans, in Indonesian.**

