

7C Future tenses – Advertising strategy

Aim

to practise using future forms and to analyse their usage

Activity type

a group activity creating and presenting an advertising strategy for a new product in the year 2030

Classroom dynamics

groups of three or four

Time taken

20 minutes

Preparation

You will need one copy of the activity sheet per group.

Procedure

- 1 Divide the class into groups of three or four. Explain to students that they are going to come up with an advertising strategy for a new product for the year 2030. Brainstorm with the class what products people might need in 2030 and write their ideas on the board. Spend no more than a minute on this stage.
- 2 Tell students to choose one of the product ideas from the brainstorm. They need to answer the prompts on the activity sheet to devise their advertising strategy. When they have finished, they will present their strategy to the class or to another group, depending on the time you have available.
- 3 Ask students to use a variety of future forms appropriately. It may be helpful to brainstorm the future forms from the Grammar reference (page 110) on the board.
- 4 Give each group a copy of the activity sheet and have them nominate one student to write. Allow students around 10 minutes to come up with their strategy. Monitor groups to make sure they are using the future forms correctly.
- 5 Invite students to present their products and advertising strategies to the class. Depending on your class, you could ask students to decide who in the group will deliver the presentation: it could be one student or the whole group. Invite the rest of the class to provide constructive feedback on each group's presentation, including their use of a variety of future forms. When all the groups have finished presenting, take a class vote on the best overall strategy (not just the best product).

Adaptation and extension

For a shorter activity or for larger classes, ask groups to take it in turns presenting their ideas to another group. At the end, conduct a short class feedback session in which each group reports back to the class on another group's strategy.

FORMULA C1
ADVANCED
Grammar

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You have been asked to create an advertising strategy for a new product for the year 2030. Complete the advertising strategy template. You will then present your product strategy. Remember to use a variety of future tenses.

<p>Product</p> <ul style="list-style-type: none"> • What will consumers' needs be in 2030, and how will you meet these needs? • What is your product going to be called? • Does your product have any USPs (unique selling points)? • Think about branding and packaging – how will it be different from the competition? 	
<p>Customer profile</p> <ul style="list-style-type: none"> • Who will your customers be? • What will they be interested in? • What will they like buying? • How will they be buying it? • How much will they be prepared to pay for the product? 	
<p>Advertising strategy</p> <ul style="list-style-type: none"> • By 2030 consumers will have been using social media for advertising for over 20 years. How will buying habits have changed? How will you need to respond? • How are you going to launch your product? 	
<p>Action plan</p> <ul style="list-style-type: none"> • Bring your ideas together to form a precise plan to present. 	

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29