

## Advertisement storyboard

### Worksheet A – Advert blurbs

<p>1. Digital camera</p>	<p>Say cheese! With the Pixus 2000!        Amazing _____ with this simple and easy to carry digital _____ from Pixus. You'll get the sharpest images even when your subject is moving. Great for _____ of kids and animals. The Pixus 2000 comes with a fashionable carry case and extensive software to make managing your _____ as easy as smiling. Amazing value for money!</p>
<p>2. Breakfast cereal</p>	<p>Get the kids Cracking!        Crunchy Crackers are the brand new, fun and nutritious _____ . Every box is bursting with crunchy fruity goodness just waiting to explode in your mouth. Crunchy Crackers provide your body with all the vitamins and minerals it needs during the day all wrapped up a fantastic taste. Crunchy Crackers come in three exciting flavours so don't delay, get cracking today!</p>
<p>3. Car</p>	<p>Own the Road        Cool, sleek, and stylish, the new Hunter from Advanced _____ is the most progressive _____ on the road today. The Hunter's speed and power are obvious from its futuristic looks but under the surface is a practical and reliable _____ that will keep you and your family safe.</p>
<p>4. Underarm deodorant</p>	<p>Fresh as the morning breeze!        Stay dry and clean with Morning Breeze the new hygienic way to stay smelling great. Now even on the hottest of days you can feel confident and ready for anything. In 5 refreshing fragrances!</p>

<p>5. Toothpaste</p>	<p>Keep your smile right with Dazzle Bright!          You don't have to give up your morning coffee to say goodbye to those ugly yellow stains on your ____.          Simply change your brand to Dazzle Bright and in seven days see your smile brighten. Developed in our laboratories Dazzle Bright is the most advanced dental formula on the market today. Try Dazzle Bright for one week. Bright ____ or your money back!</p>
<p>6. Shampoo</p>	<p>It could only be silk.          Make your ____ soft and strong with Silk, the new Shampoo that will transform your look. With vitamins and minerals Silk will add extra shine and vitality to ____ weakened by pollution and modern living. Treat yourself today.</p>
<p>7. Soup</p>	<p>Go for Gold!          Keep your kids healthy and warm on those cold winter days. Get some Golden ____ inside them and they'll have enough energy for the rest of the day. With real pieces of chicken breast and fresh vegetables Golden ____ is the best way to keep them happy.</p>
<p>8. Cold and flu remedy</p>	<p>Feel as right as rain with Colderex.          Unblock that nose and put a stop to your sneezing with Colderex. Don't let a terrible ____ or ____ slow you down again. Use Colderex to soothe your throat and clear your headache. You'll soon be moving and ready to take on the world again.</p>

**Worksheet B**

Now fill the gaps in the adverts with the right words:

flu

hair

photos

soup

cereal

camera

motors

breakfast

hair

soup

vehicle

car

teeth

cold

photographs

photos

teeth

**Advert Blurbs 1 and 2 answer key**

<p>1. Digital camera</p>	<p>Say cheese! With the Pixus 2000!        Amazing <u>photos</u> with this simple and easy to carry digital <u>camera</u> from Pixus. You'll get the sharpest images even when your subject is moving. Great for <u>photographs</u> of kids and animals. The Pixus 2000 comes with a fashionable carry case and extensive software to make managing your <u>photos</u> as easy as smiling. Amazing value for money!</p>
<p>2. Breakfast cereal</p>	<p>Get the kids Cracking!        Crunchy Crackers are the brand new, fun and nutritious <u>breakfast cereal</u>. Every box is bursting with crunchy fruity goodness just waiting to explode in your mouth. Crunchy Crackers provide your body with all the vitamins and minerals it needs during the day all wrapped up a fantastic taste. Crunchy Crackers come in three exciting flavours so don't delay, get cracking today!</p>
<p>3. Car</p>	<p>Own the Road        Cool, sleek, and stylish, the new Hunter from Advanced <u>Motors</u> is the most progressive <u>car</u> on the road today. The Hunter's speed and power are obvious from its futuristic looks but under the surface is a practical and reliable <u>vehicle</u> that will keep you and your family safe.</p>
<p>4. Underarm deodorant</p>	<p>Fresh as the morning breeze!        Stay dry and clean with Morning Breeze the new hygienic way to stay smelling great. Now even on the hottest of days you can feel confident and ready for anything. In 5 refreshing fragrances!</p>

<p>5. Toothpaste</p>	<p>Keep your smile right with Dazzle Bright!        You don't have to give up your morning coffee to say goodbye to those ugly yellow stains on your <u>teeth</u>. Simply change your brand to Dazzle Bright and in seven days see your smile brighten. Developed in our laboratories Dazzle Bright is the most advanced dental formula on the market today. Try Dazzle Bright for one week. Bright <u>teeth</u> or your money back!</p>
<p>6. Shampoo</p>	<p>It could only be silk.        Make your <u>hair</u> soft and strong with Silk, the new Shampoo that will transform your look. With vitamins and minerals Silk will add extra shine and vitality to <u>hair</u> weakened by pollution and modern living. Treat yourself today.</p>
<p>7. Soup</p>	<p>Go for Gold!        Keep your kids healthy and warm on those cold winter days. Get some Golden <u>Soup</u> inside them and they'll have enough energy for the rest of the day. With real pieces of chicken breast and fresh vegetables Golden <u>Soup</u> is the best way to keep them happy.</p>
<p>8. Cold and flu remedy</p>	<p>Feel as right as rain with Colderex.        Unblock that nose and put a stop to your sneezing with Colderex. Don't let a terrible <u>cold</u> or <u>flu</u> slow you down again. Use Colderex to soothe your throat and clear your headache. You'll soon be moving and ready to take on the world again.</p>



CITRUS SHINE  
GET TOGETHER ....

Citrus Shine soft drink storyboard

## Worksheet D – Storyboard

Look at the storyboard for the Citrus Shine Advertisement.

Answer these questions in full sentences:

1. What is the girl doing in the first picture? How does she feel?
2. Where is the girl going in the second picture?
3. What is the girl doing in the third picture?
4. Who is the boy in the fourth picture? Does he know the girl?
5. What do the boy and girl say to each other in the fifth picture?
6. How does the boy feel when he drinks from the can in the sixth picture?
7. The boy and girl hold hands in the seventh picture. Where are they going?  
What are they going to do now?
8. What is the slogan for Citrus Shine? Do you think it is good?
9. What kind of music should go with this advertisement?

Advert storyboard template
