



Challenge Activities

Reef HQ Advertisement

Challenge

How do we make them buy it?

Two key aspects to advertising are letting people know about your product or service "raising awareness" and encouraging people to use your product or service "call to action".

In the two spaces provided below, create two print advertisements - one that raises awareness about Reef HQ, and one that encourages people to come to Reef HQ.

Raising Awareness

Call to Action

Extension Activities

Follow on from your print advertisements and create radio and television advertisements. You may wish to bring along the school video camera on your excursion to Reef HQ and capture the footage you require for your television advertisements.

