

Session 2: Advertising Messages

What's-In-It-Minute Instructions

This will be kind of like a Mad Libs activity. For each blank, ASK a person in your group to think of a phrase or word that belongs in the space by reading the words in parentheses below the blank lines. DO NOT read the ad until all of the blanks have been filled.

1. TELL your group:

We are now going to create our own advertisement for a never-before-created soft drink especially for our generation. I am going to ask each of you for a certain kind of word or phrase that will be used in this advertisement. After we have come up with the words we need, I'll read the whole advertisement to you. Remember to be creative so that our advertisement will be interesting and fun.

2. WARN group members:

No lewd or crude words, please!

3. ASK your group members to suggest fun and interesting answers to fill in for each of these:

- *A popular celebrity, singer, or other famous person:* _____
- *A creative name for a brand-new soft drink:* _____
- *An adjective meaning "good":* _____
- *Someplace where kids like getting together and having fun:* _____
- *A fabulous color:* _____
- *An adjective to describe a beverage everyone loves:* _____
- *A fun container or utensil you could drink from:* _____
- *A cool student in our grade:* _____
- *A famous person most of your group members like and respect:* _____
- *Repeat the same name you wrote in above for a brand-new soft drink:* _____
- *Something the kids in your group would love to do:* _____

4. You might want to go around the circle to be sure that everyone gets a turn. WRITE the words your group suggests on the blank lines. Remember to ACCEPT/WRITE only appropriate language.

5. Without letting your group see, USE the answers above to fill in the blanks on the next page, then READ the entire ad to your group.

Session 2: Advertising Messages What's-In-It-Minute Ad Libs Page

Please do not show this page to your group members.

Hi. I'm _____ .
(a popular celebrity, singer, or other famous person)

I'm here to tell you about a brand-new drink called
_____ that tastes
(a creative name for a brand-new soft drink)

_____ ! It's great to drink at a
(an adjective meaning "good")

party or a _____ .
(someplace where kids like getting together and having fun)

It's _____, so it even looks fun.
(a fabulous color)

It's _____! You can drink it from a
(an adjective to describe a beverage everyone loves)

_____. It's the favorite drink of
(a fun container or utensil you could drink from)

_____ and _____.
(a cool student in our grade) (a famous person whom most of your group members like and respect)

And if they like it, you know everyone likes it! So try

_____ the next time you
(repeat the same name you wrote in above for a brand-new soft drink)

_____ !
(something the kids in your group would love to do)