

Chapter 2: Ad'wise' Customers

EXERCISE [PAGE 41]

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Enact the advertisement:

Seven children wait in different places, striking a suitable pose as shown in the ad. The character 'Krispy Krunchy' comes in dancing. He goes near every child, singing the words shown in the ad. He offers a Krispy Krunchy piece to every child.

The child eats it and begins to smile and clap. At the end, the character faces the class, shows a big pack of Krispy Krunchy, and presents the last few lines.

SOLUTION

Students do it by yourself.

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Discuss the question after you have seen a presentation of the 'ad'.

What does the ad tell you?

SOLUTION

you can eat KK at all times, it costs only rs. 5, you get one pack free on 5.

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Discuss the following question after you have seen a presentation of the 'ad'.

What would happen if you never ate Krispy Krunchy?

SOLUTION

Nothing

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Discuss the following question after you have seen a presentation of the 'ad'.

What would happen if you ate proper meals like rice and dal or dal-roti?

SOLUTION

grow up healthy and strong.

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Discuss the following question after you have seen a presentation of the 'ad'.

What would happen if you never ate fruits and vegetables?

SOLUTION

grow up weak and unhealthy.

Exercise | Q 3 | Page 41

Present the information in the box 'My Teacher says'. Translate the box 'My Teacher says' into your mother tongue.

SOLUTION

Students do it by yourself.

Exercise | Q 4 | Page 41

Watch the advertisements on TV. Choose any one of them for group discussion and analysis. Write your report in the advertisement.

SOLUTION

Report:

The 'Bournvita Little Champs' ad. stresses on the fact that 90% of the brain's development happens before the age of five years. In the ad, film actress Kajol plays the mother of a young child. Speaking to the camera, Kajol gives the message that 90 percent of the brain's development happens before the age of five years. This statement is followed by some 'fun' conversation with her child, after which the nutritional benefit claims of the drink are made.

The focus of this new campaign is a mother's concern to get the right balance of nutrition for her child, as well as physical and mental stimulation to develop their young minds. The ad aims to educate mothers about the opportunity available to them before their kids turn five. Kajol communicates this relevant message in an attractive and engaging manner. which can be understood by young mothers.