

The Animals Save the Planet

The Animals Save the Planet - Polar Bears Overheating*

ANIMAL PLANET Surprisingly Human 2 061 vidéos S'abonner



1. Watch and comment on TV Commercials

Try to find 3 specific components

WHAT / the message « slogan »
« Catch-phrase »

WHO / the animals used
and the target audience (public visé)

HOW / Describe what they are doing.

2. Choose your favourite and say why.

<u>NAME OF THE COMMERCIAL</u>	<u>WHAT ?</u> <u>(product/message)</u> <u>CONTENT</u>	<u>WHO ?</u> <u>Animal used</u> <u>TARGET AUDIENCE</u>	<u>HOW ?</u> <u>How do they draw people's</u> <u>attention /hang viewers</u>