

## TAGGER TRAINERS ADVERT

**Tagger trainers** are the top trainers that sports stars the world over choose to wear and they don't just wear any trainers. They have the choice of all brands and all makes and so why do they choose **Tagger trainers**? Is it the SUPERB fit and style? Is it the all round outstanding comfort? Is it the way that **Tagger trainers** last and last? Or is it the stain guard and brightness protection? Quite simply it's all these and a lot more that **Tagger trainers** company put into each and every pair they make. And don't forget each and every pair of **Tagger trainers** are hand checked before leaving our quality controlled state of the art factory. You can be sure that our trainers, **Tagger trainers**, will be the ones that you will want to wear and once you wear them you'll never want to be without them ... it's a guarantee. Available now in all good sports shops. Try **Tagger trainers** and you won't want any others. **Tagger trainers** – your choice. **Tagger trainers**- the best choice.



Dear Team,

Our new clients have been in touch with their ideas for the advertising campaign, so we have quite a job to do and as usual it is with a tight deadline.

'Tagger trainers' is a brand name not well known over here so we need to help them establish themselves. They have written the text for an advert. It uses 174 words but the marketing manager wants it reduced to 50 words – there has to be some serious editing without losing the catch phrases or the information that the manufactures, Tagger, want to present in their advert

Task:

- 1) Read through the advert and highlight the key details – what is important? What would help persuade people to buy Tagger Trainers?
- 2) The advert could do with some changes in the structure. Add paragraphs to make it clearer.
- 3) What could be cut out or changed without losing any of the power of the advert?

Re-write the 174 words in 50 words.

I need the revised adverts to be presented to the director of Tagger and make sure you are ready to explain any changes you have made.

Be creative – we are relying on you.

Well-done team!

We have the **Tagger Trainers** account – their marketing director was very impressed by the presentations you gave. Now we need to get moving with the rest of the advertising campaign.

The company have decided to go for a poster campaign. You have the edited text ready so now you need to come up with the finished poster designs.

**Some things to think about in your marketing team:**

- ✓ The poster must be bright, clear and colourful. Make it lively.
- ✓ Remember the target market are teenagers so make it appropriate- where are we going to advertise? List of ideas needed.
- ✓ What is the USP (the unique selling point)? Why are they the ones teens should buy?

Leave room for the **Tagger** company logo - they have asked if we could 'jazz it up' a little – make it more interesting and perhaps give some idea what **Tagger** is. The original logo is a plain T but it doesn't say much about the company. So try to come up with some new ideas.

- ✓ Are we going to list the price or will this put buyers off?
- ✓ Anything else you want to include?
- ✓ Finally, will you write a 5 word slogan? Use the original advert text. This will need to be on the poster and will be used by the company in their promotions and on the packaging – it needs to be catchy and memorable.
- ✓ I need your ideas to be ready for a formal presentation and I want to see that your team has really focused on making the trainers the “must have” sports and fashion items of next year.

Don't forget that **TAGGERS** will be in soon so keep on track! I want to see some inspired ideas. I have seen trainer adverts before, they have seen them before – make this one unique!

