

# LEARNING EXPERIENCE 02: LET'S CREATE LOCAL AND GLOBAL ADS

## SESSION N° 04: CREATIVE ADS

# A1

### EXERCISES

#### A. LET'S LISTEN AND READ

Listen to and read the three advertisements

Business owner



Name: Miguel  
Last name: Yupanqui  
De la Cruz  
Age: 46 years old  
From: Huamanga - Peru

"Señor Yupanqui"  
**Quinoa Cupcakes**

Quinoa cupcakes from Ayacucho

Nine cupcakes for S/. 10.00 soles

Telephone number: **2 3 7 8 1 2**  
Call now!

Free delivery!

They are delicious!  
They are fresh!



Business owner



Name: Carmen  
Last name: Castro Sinarahua  
Age: 20 years old  
From: Moyobamba - Peru

"Madre Selva"  
**Chocolate**

Chocolate bars from Moyobamba

Ten bars of chocolate for S/. 20.00 soles

Telephone number: **5 6 7 3 8 9**  
Buy now!

Free delivery!

They are so tasty!  
I love chocolate



Business owner



Name: Walter and Juana  
Last names: Yamunaqué Mio  
Age: 16 and 18 years old  
From: Piura - Peru

"Walter y Juana"  
**Chifles**

Chifles from Piura

One kilo of chifles for S/. 20.00 soles

Telephone number: **2 1 0 4 8 7**  
Call now!

Pay with cash or credit card

They are delicious!  
They are so fresh!



#### B. LET'S UNDERSTAND

Write TRUE or FALSE

##### About Ad number 1:

**Example:** The quinoa cupcakes are delicious and fresh.

- Nine cupcakes for S/. 20. Soles.
- Telephone number is 247821

##### About Ad number 2:

3. "Madre Selva" chocolates are from Iquitos.

4. Ten bars of chocolate for S/. 20.00 soles.

5. Telephone number: 567389.

##### About Ad number 3:

6. The chifles are delicious and beautiful.

7. One kilo of chifles for S/. 20. soles.