



PERÚ

Ministerio
de Educación

EdA2

APRENDO
en casa

| LEARNING EXPERIENCE 2

Summary

| English: Level A2

Let's Create Local and Global Ads

Name: _____ Section: _____

Last name: _____

Activity 1 "Creative ads"

1. Listen to and read the three advertisements

Delicious "Señor Yupanqui" quinoa cupcakes from Ayacucho

Special offer "Buy four and get one free"
Cupcake price: S/. 4.00 each
Extra-large cupcake price: S/. 5.00 each

Try all of our cupcakes!
They are so good!

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

  Free delivery if you buy 5 cupcakes or more!

Moyobamba Bike World
Rent a bike in Moyobamba

Prices Time
\$1.00 One hour
\$ 2.50 Five hours
\$ 5.00 One day

See Moyobamba on a bike!
Call now!
5 6 7 3 8 9

Pedro Canga street N° 143 Moyobamba - Peru

Beautiful Masks by Juana

Personalized masks for you
Half-price for children's masks
S/. 50.00 soles for ten masks

Special offer for Tuesdays:
buy 2 get 1 free!

Call now!
2 1 0 4 8 7

   Pay with cash or credit card

2. Write A, B or C next to each phrase.

Which ad ...

Example:

...offers a way of transport?

B**1.** ...offers 50% off for younger people?**2.** ...offers to take the product to your home?**3.** ...offers the service or product in a different currency?**4.** ...offers different payment methods?**5.** ...is good if you want to get fit?**6.** ...is good if you like desserts?**7.** ...offers a special price one day a week?

Activity 2. "Family Business"

- Extract words and phrases from these ads

Ad 1

Romantic and Happy moments

Give a special moment to that special person. From Thursdays to Sundays.



Special offer: Half-price on Thursdays
Choose that special song now and book a serenata: 6098 55477 100

Ad 2

CHEAP AND FAST GROCERIES



We take all the safety precautions to protect you.
Stay home and call us: 4445 89007 322
Special offer: Free delivery

Ad 3

COMFORTABLE AND FASHIONABLE TRAINERS



Happy feet, happy legs and a happy body.
Buy now and save 20%
0900 57399 912
Free delivery

- Complete the next chart. Use words from the previous ads.

Ads	Adjectives	Call for Action phrases
Ad 1	Example: Romantic 1. <input type="text"/> 2. <input type="text"/>	Example: Choose that special song 3. <input type="text"/> <input type="text"/>
Ad 2	4. <input type="text"/> 5. <input type="text"/>	6. <input type="text"/> 7. <input type="text"/>
Ad 3	8. <input type="text"/> 9. <input type="text"/> 10. <input type="text"/>	11. <input type="text"/> 12. <input type="text"/>

Activity 3. "Do it yourself"

Complete the table with information from the next ad.

1224
Jane Street
New York

Fish & Chips +



\$ 15.00

Only on Tuesdays
\$ 20.00 x 2 people

MasterCard

Call now: (+066) 22454462

100%
New Zealand
CAUGHT
Fish

See Order Online tab for pricing

Crumbed Hoki & Chips Combo

Chips
Lemon Pepper
Speciality Fries

1. What is the service or product?
2. What is special about it?
3. How much is it?
4. Are there any special offers?
5. Is there a specific date/time?
6. What is the address?
7. What is the contact number?
8. What is the payment method?
9. Are there any extra information?