

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:

- "Madre Selva" chocolates are from Iquitos.
- Ten bars of chocolate for S/./20.00 soles.
- Telephone number: 567389.

About Ad number 3:

- The chifles are delicious and beautiful.
- One kilo of chifles for S/./20. soles.