

Let's Create Local and Global Ads

Activity 1: Creative Ads

LET'S LISTEN AND READ!

Listen to and read the three advertisements.

Creative Ads

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!**



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!**



Business owner



Name: Walter and Juana
Last names: Yamunaqué Mío
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**



Do you hate 😞 , like 😊 or love 😍 these business ideas?



Do you like this home business idea?

- I hate this idea.
- I like this idea.
- I love this idea.



Do you like this home business idea?

- I hate this idea.
- I like this idea.
- I love this idea.



Do you like this home business idea?

- I hate this idea.
- I like this idea.
- I love this idea.

LET'S UNDERSTAND!

UNDERSTAND-EXERCISE 1

Match the information with the picture. Example:

Ad =
Advertisement



Example:

Walter y Juana Yamunaqué

Huamanga

16 and 18 years old

Plura

1. Miguel Yupanqui

2. Carmen Castro

3. Moyobamba

20 years old

46 years old



UNDERSTAND-EXERCISE 1

Write **TRUE** or **FALSE**.

About Ad number 1:

Example: The quinoa cupcakes are delicious and fresh.

1. Nine cupcakes for S/. 20. Soles.
2. 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.

¿Sabías que hay estándares internacionales sobre lo que puedes hacer con el inglés? Aquí algunas preguntas sobre lo que puedes hacer en inglés.



1. ¿Puedo comprender frases cortas utilizadas para promocionar un producto? **SÍ - NO**
2. ¿Puedo reconocer los números cardinales en palabras del 1 al 10 en inglés? **SÍ - NO**
3. ¿Puedo reconocer algunas palabras en inglés que son similares al castellano? **SÍ - NO**
4. ¿Puedo completar información personal básica en inglés sobre una persona? **SÍ - NO**

This is the end
of Activity 1.
Bye- bye!

