



# Creative Persuasion Teacher Resources Developed with NATE

With thanks to

John Lewis



adam&eveDDB®

# Responding, Thinking, Speaking, Reading, Writing and Collaborating in English

## NATE'S Key English Skills

Creativity and Criticality (Ideas, perception, responses)

Visual and verbal literacy (Allusion, Implication, Suggestion, Semantics)

Progression: from *select & retrieve* to *respond* and *describe* to *interpret, analyse* and *evaluate*

Skills in Process: Project and Product development



# IDEAS FOUNDATION

**The brightest ideas don't come from one place. Or one type of person.**

Yet last year 92% of creative jobs in the UK were held by the most 'advantaged' in society. That doesn't add up for anyone. So we're here to help move the creative, tech and communications industries in a more diverse direction. We're asking them to think bigger and open their doors to students who don't normally get a look-in. Students who may never have thought about joining the industry, yet are full of ideas.

**Creativity doesn't have a class. But it should have a classroom.**

Like most things in the creative industry, our work starts with a brief. We ask big brands and their agencies to give us real creative projects.

Then we pass them on to students aged 13-19 to tackle in class, with teaching support, or on their own, online. When they think they've cracked them, they pitch their ideas to chief marketing officers and executive creative directors. It's scary, but exciting. For many, it's a chance to present in a way they've never presented before, and to think about a career they've never considered.

**And it's not just the students who pick up new ideas.**

Industry people tell us they're learning just as much from our students as our students are from them. Teachers who support the programme say they're more creative in the classroom. And lots of our students are now on the path to a creative career for life. Some have already got jobs.



**ANTHEM**

[https://www.youtube.com/watch?v=oTnXhF\\_n2d0](https://www.youtube.com/watch?v=oTnXhF_n2d0)



# NATE INTRO

## 1. Teaching standards and pedagogy

To promote standards of excellence in teaching of English from Early Years to University.

## 2. Professional Learning

To support and provide the professional development of teachers of English through providing an informed national voice on matters concerning the teaching of English and its related subjects and encouraging collaboration between teachers and learners of English and its related subjects.

## 3. Resources

To promote innovative and original ideas that have practical classroom outcomes, including developing and marketing quality resources to support the work of English teachers.

## 4. Research and Policy Development

To document, publicise and promote research and policy development in English teaching and learning.

## 5. Professional Collaboration

To facilitate and promote effective collaboration between English teachers' associations (ETAs), other professional teaching associations and other relevant national and international groups through:

- conferences and professional development programs;
- the NATE journal, website and other digital and non-digital publications;
- strategic partnerships with other members of the English and literacy communities;
- teachers, researchers and other professionals involved in developing and publishing materials.

# Creative Persuasion Study Package

## Select, Retrieve, Describe, Respond

1: Context and media

2: Advertising as a process

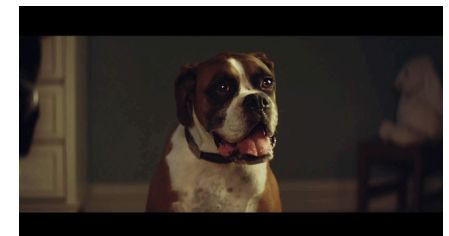
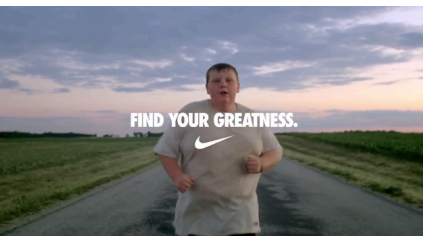
## Explore, Analyse, Evaluate, Synthesise and Compare

3: Developing visual literacy

4: Comparison with adverts

5: Studying the market:  
Product, brand, image

6: Studying the market:  
market share





# Creative Persuasion Study Package



## Apply, Develop, Collaborate

7&8: Responding to a brief and practical group work  
9: Performance and Pitching

**Create your own campaign e.g. Nike, John Lewis, Warburton's or your own brand**



You could design an advert for print. Think about where you'd display it; in a newspaper, billboard or underground for example.



You could create a piece of audio. This could be placed in radio, a podcast, advert or even a song.



Create a piece of video (30secs). Think about where you'd show it. TV, online or offline? Why will people watch it?



Design an event. Give us as much detail as possible. Why and how would people attend? How will they find out about it?



You could design a concept for a website or app. Use wireframes to show us how it would look and work. Why would people use it?



Think about how you could use social media. How can you get young people to spread the message?



<https://www.youtube.com/watch?v=kdjchJw16ml>





**How does this advert match the three categories above?**

**(product and services promotion, public information, recruitment, elections and events.)**



<https://www.youtube.com/watch?v=WYP9AGtLvRg&t=207s>



How is each ad technically similar to the first one?

How is each ad different from the first one in audience and audience appeal?

What are the main features of brand image represented in all three?

How has the agency matched the brand appeal to different target audiences?



# Compare and Contrast

## Study Focus 1: Contexts and Media

Running Time

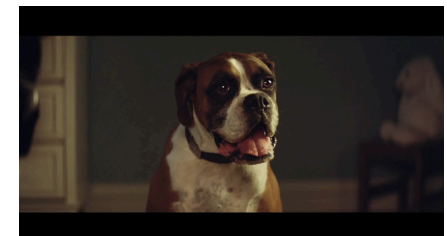
Number of Shots

Static or mobile camera?

Sound natural or studio-added?

Lighting natural or studio-enhanced?

Storyline



## Study Focus 2: Commission, Pitch and USP

Audience

Purpose

Brand Image

Media Placement

## Study Focus 3: Critical Appreciation

Genre Appeal

Photography

Time

Sound

Location



This is what our girls are made of

[https://www.youtube.com/watch?v=Y\\_iClISngdl](https://www.youtube.com/watch?v=Y_iClISngdl)



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<https://www.youtube.com/watch?v=rW36ZfTvp3U&t=1s>





<https://www.youtube.com/watch?v=YqgoUWPx4eE&t=1s>





<https://www.youtube.com/watch?v=4qo27xcVS5I>

# Session 5 Overview

## Product, Brand, Marketing and Market Share








After studying the adverts as creative visual texts, it is important to understand the commercial contexts. Reading and using the material in this section develops confidence in reading non-fiction texts.



# Studying Nike's trainer profile and the product sector










## Recommended Nike Items For You

						
Nike Men's Lite Xi Sneaker ★★★★☆ 24 £31.99	Nike Men's T-Lite Xi Sneaker ★★★★☆ 10 £41.52	Nike 845021-100, Men's Sneakers ★★★★☆ 5 £39.03	Nike Men's T-Lite Xi Cross Trainers ★★★★☆ 1 £42.30	Nike Men's Downshifter 7 Running Shoes ★★★★☆ 48 £29.99	Nike Lite Xi, Men's Fitness Shoes ★★★★☆ 8 £42.60	Nike Men's Air Max Invigor Sneakers ★★★★☆ 34 £60.95

## Best Selling Products from Nike

[See more](#)

						
Nike Men's Park VI T-Shirt - Black... ★★★★☆ 163 £19.23 £14.59 ✓prime	Nike Academy16 Knt Tracksuit 2 Men's... ★★★★☆ 39 £58.56 £36.39 ✓prime	Nike Men's Tanjun 812654 Trainers... ★★★★☆ 67	Nike LS Park VI Jsy - Long-Sleeved... ★★★★☆ 48 £12.89 ✓prime	Nike Men's Air Max 90 Essential... ★★★★☆ 61 £149.00 £94.99 ✓prime	Nike Boys YA76 Brushed Fleece Hoodie... ★★★★☆ 25 £31.53 £21.99 ✓prime	Nike Men's Air Max 90 Essential... ★★★★☆ 27 £94.99 ✓prime

Show results for

1-16 of over 90,000 results for Nike

Sort by

- Men's Shoes
  - Men's Trainers
  - Men's Road Running Shoes
  - Men's Sports and Outdoor Shoes
- Women's Clothing
  - Women's Sportswear
  - Women's Sports Tights & Leggings
- Women's Shoes
  - Women's Trainers
  - Women's Road Running Shoes



### Nike Mens Park VI T-Shirt

by Nike

£9.93 - £235.20 ✓prime

Some sizes/colours are Prime eligible

★★★★☆ 163



# Studying the market: products, rivals and price points.






## Customers who bought this item also bought

 <b>Hi-Tec Men's Blast Lite Trainers</b> ★★★★★☆ 76 £27.99 - £45.00	 <b>Tick Mens White and Navy Lace Up Trainer</b> ★★★★★☆ 62 £12.99	 <b>New Mens/Gents White Hi-Tec Lightweight Eva Midsole Lether Trainers - White - UK SIZES 7-14</b> ★★★★★☆ 15 £25.00 - £40.95	 <b>Nike Men T-Lite Xi Outdoor Sports Shoes</b> ★★★★★☆ 141 £31.99 - £222.18	 <b>New Balance Men's 624v4 Fitness Shoes</b> ★★★★★☆ 20 £20.59 - £113.00	 <b>Hi-Tec Men's Blast Cross Trainers</b> ★★★★★☆ 290 £17.95 - £40.95	 <b>Optimum Men's Tribal Moulded Stud Rugby Boots</b> ★★★★★☆ 64 £20.99 - £32.99	 <b>Hi Tec Mens Gents Tec Blast Running Trainers Pumps Sports Shoes New</b> ★★★★★☆ 12 £22.00 - £40.95
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## Product details

**Item Weight:** 998 g  
**Boxed-product Weight:** 1.4 Kg  
**Delivery Destinations:** Visit the [Delivery Destinations](#) Help page to see where this item can be delivered. Find out more about our [Delivery Rates and Returns Policy](#)  
**Item model number:** A004414  
**ASIN:** B06X91DQ27  
**Date first available at Amazon.co.uk:** 26 Nov. 2011  
**Average Customer Review:** ★★★★★☆ 45 customer reviews  
**Amazon Bestsellers Rank:** 2,557 in Shoes & Bags (See Top 100 in Shoes & Bags)  
 #159 in Shoes & Bags > Shoes > Men's Shoes > **Trainers**  
 Would you like to [tell us about a lower price?](#)

## Sponsored products related to this item (What's this?)

 <b>Skechers Skech Air Extreme Mens Training</b>	 <b>adidas Men's Ultraboost Training Shoes, White</b>	 <b>OneMix Men's Colorful Reflections Air Running</b>	 <b>New Mens/Gents Black Hi-Tec Blast Synthetic</b>	 <b>Asics Men's Gt-3000 5 Training Shoes, Grey</b>	 <b>HI TECH BLAST BLACK SPORTS GYM TRAINER</b>	 <b>New Mens/Gents Black Hi-Tec Blast Synthetic</b>	 <b>Onemix Men's Air Running Shoes Trainers For Multi</b>
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# Range within the brand

## Nike – The Best Sellers by Footasylum

Nike: Our Best Sellers

Nike trainers are not only engineered for high performance in the world of sports but they are loved for their incredible style in the world of hip hop music, in the indie movement, in the running and athletics world, in mainstream fashion and of course, across all team and competitive sports. Here are some top sellers to give you the perfect Nike inspiration:

### Nike Women Gladiator Mid Sandal

The Nike Gladiator Mid Sandal is a fantastic best seller, combining the contemporary mix of a sandal with a sporty Nike High Top. Not only do these sandals look great with almost any outfit (for sport or for leisure), but they can provide extreme comfort and protection.



### Nike Sky Force 88 Mid Trainers

These basketball style trainers have a cushioned collar for ultimate comfort and performance. Brightly coloured, these Nike trainers stand out from the crowd.



### Nike 6.0 Mogan 2 Nano Trainers

The Nike 6.0 label has been extremely popular with young fashionistas all over the world, and features layered panels of funky nubuck and suede.



### Nike Toki Suede Trainers

Do you like classy and understated? This smart/casual trainer comes in Barque Brown and features a subtle swoosh to the side step and can be worn as a smarter shoe.



### Nike Jordan ISO II

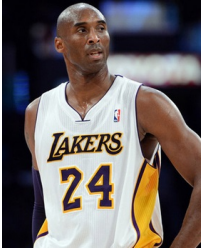
Inspired by the legend, Michael Jordan, it's no wonder that these sell like hot cakes. These basketball trainers provide ultimate comfort and complete protection for the active sportsman.





# Campaign Marketing strategy – working on a campaign brief

The brand image can be supported and enhanced by your choice of celebrity endorsement.



## 10. Kobe Bryant

Yearly: **\$8 million**

Previously with Adidas but signed 5 year deal with Nike worth \$40 million in 2003



## 09. Kevin Durant

Yearly: **\$8.5 million**

Turned down \$70 million contract with Adidas for Nike worth \$60 million for 7 years.



## 08. Maria Sharapova

Yearly: **\$8.75 million**

Sharapova makes \$8.50 million year, almost twice that of her rival Serena Williams.



## 07. Roger Federer

Yearly: **\$10 million**

Federer's \$10 million a year Nike contract for 10 years is part of \$40 million endorsements.



## 06. LeBron James

Yearly: **\$10 million**

Signed 7 year contract with Nike in 2004 worth \$93 million, extended by \$10 million a year.



## 05. Derek Jeter:

Yearly: **\$10 million**

Signed a 10 year contract with Nike in 2008 worth \$100 million.



## 04. Rory McIlroy

**\$10 million**

Unconfirmed rumours of 10 year deal worth \$250 or \$100 Million for 5 years with Nike.



## 03. Rafael Nadal

**\$10 million**

Nadal signed a Nike 10 yearly contract for 100 million making it \$10 Million a year in 2008.



## 02. Tiger Woods

**\$20 million**

Nike 5 year deal worth \$40 million in 1996. Latest deal \$20 Million a year for 5 years.



## 01. Michael Jordan

**\$60 million**

Michael Jordan retired in 2003 but still draws \$50 to \$60 million from Nike.



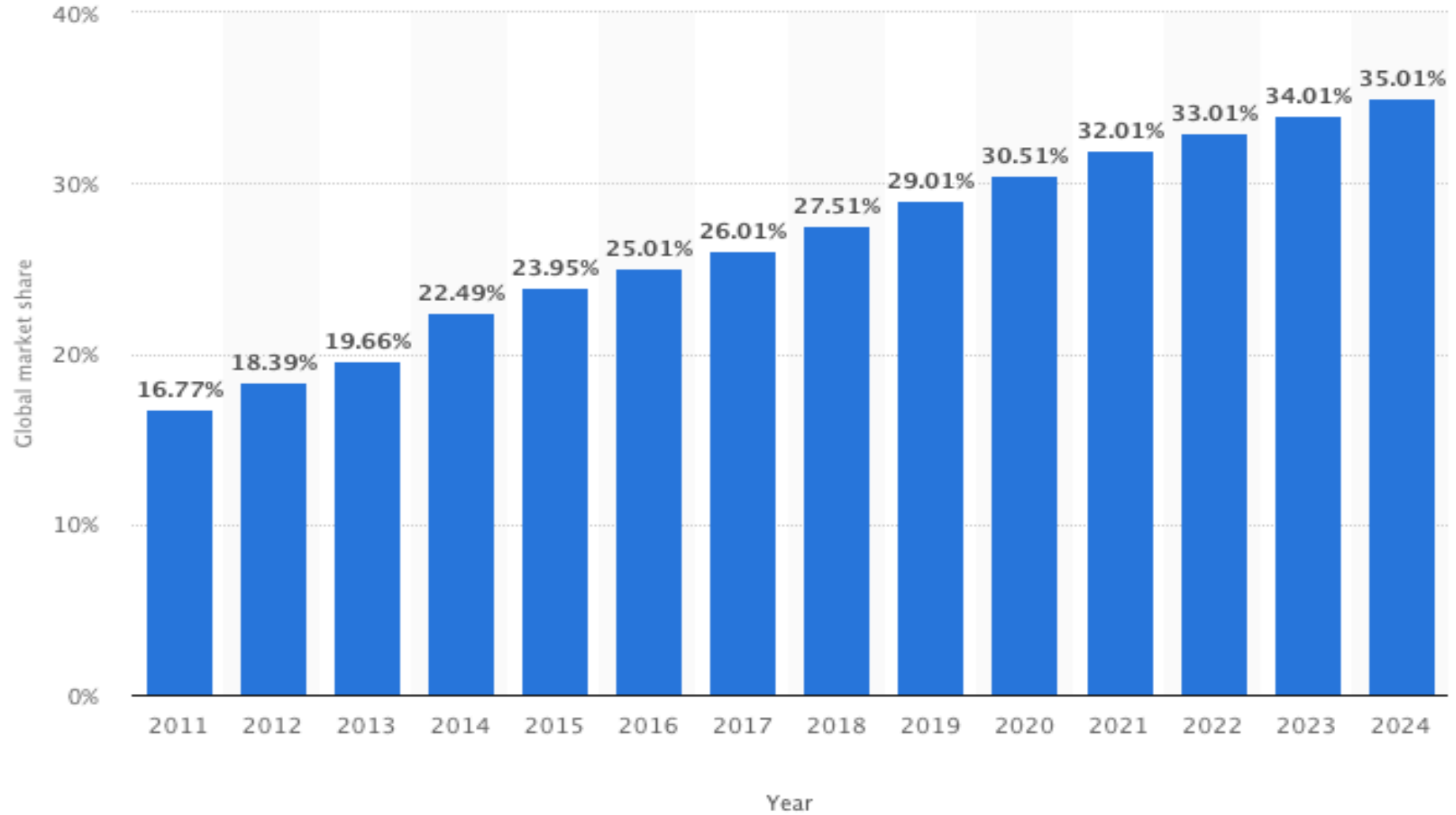
# Session 6 Overview

## Studying the market: Market share

Developing a brief needs to take account of statistics.  
Look at the pattern of market share over the last few years.



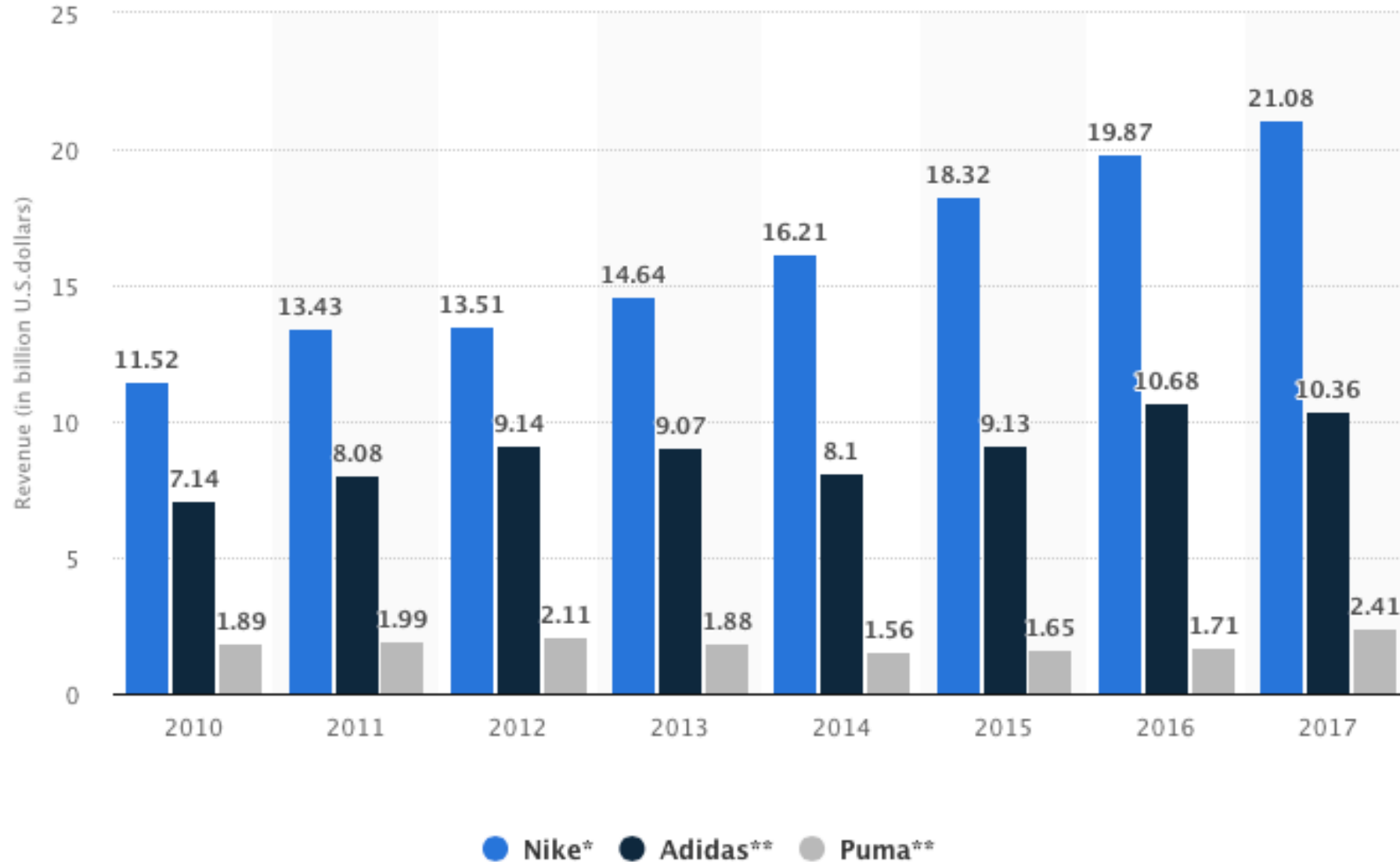
# Studying the market: Market share





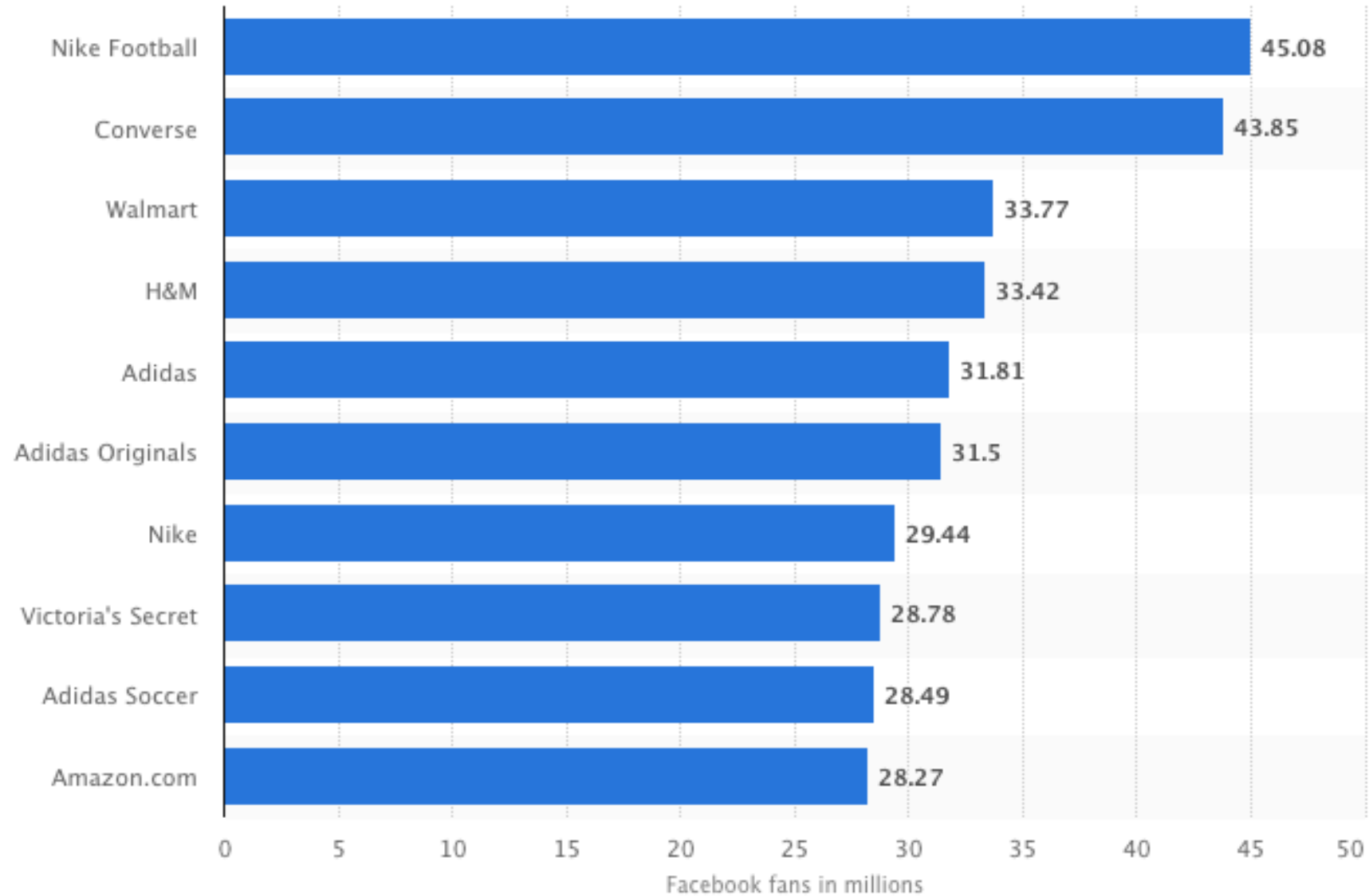


## Look at the market share compared with rivals





# Brand placement: Social media approval





# Creative Persuasion Study Package



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Design an event. Give us as much detail as possible. Why and how would people attend? How will they find out about it?



You could design a concept for a website or app. Use wireframes to show us how it would look and work. Why would people use it?



Think about how you could use social media. How can you get young people to spread the message?

# HOW TO PITCH Your Idea

A pitch is an opportunity to sell an idea to a person or business. Usually this comes in the form of a presentation. Pitches are a really important part of the advertising world as it is how agencies get business from clients: They go to sell their idea for a campaign to the client. Often agencies will be pitching competitively against other agencies who will have other ideas on how to answer a brief.

## STRUCTURE

IT IS IMPORTANT THAT YOUR PRESENTATION HAS A CLEAR STRUCTURE. YOU NEED TO BE ABLE TO GUIDE YOUR AUDIENCE THROUGH EVERY ASPECT OF YOUR IDEA TO HELP THEM UNDERSTAND THE PROCESS YOU HAVE BEEN THROUGH. BREAK THE PRESENTATION DOWN INTO CLEAR SECTIONS, FOR EXAMPLE : RESEARCH, TARGET AUDIENCE, OUR IDEA, THE BRAND. THIS WILL HELP YOU STRUCTURE YOUR IDEA.

MAKE SURE  
YOUR IDEA

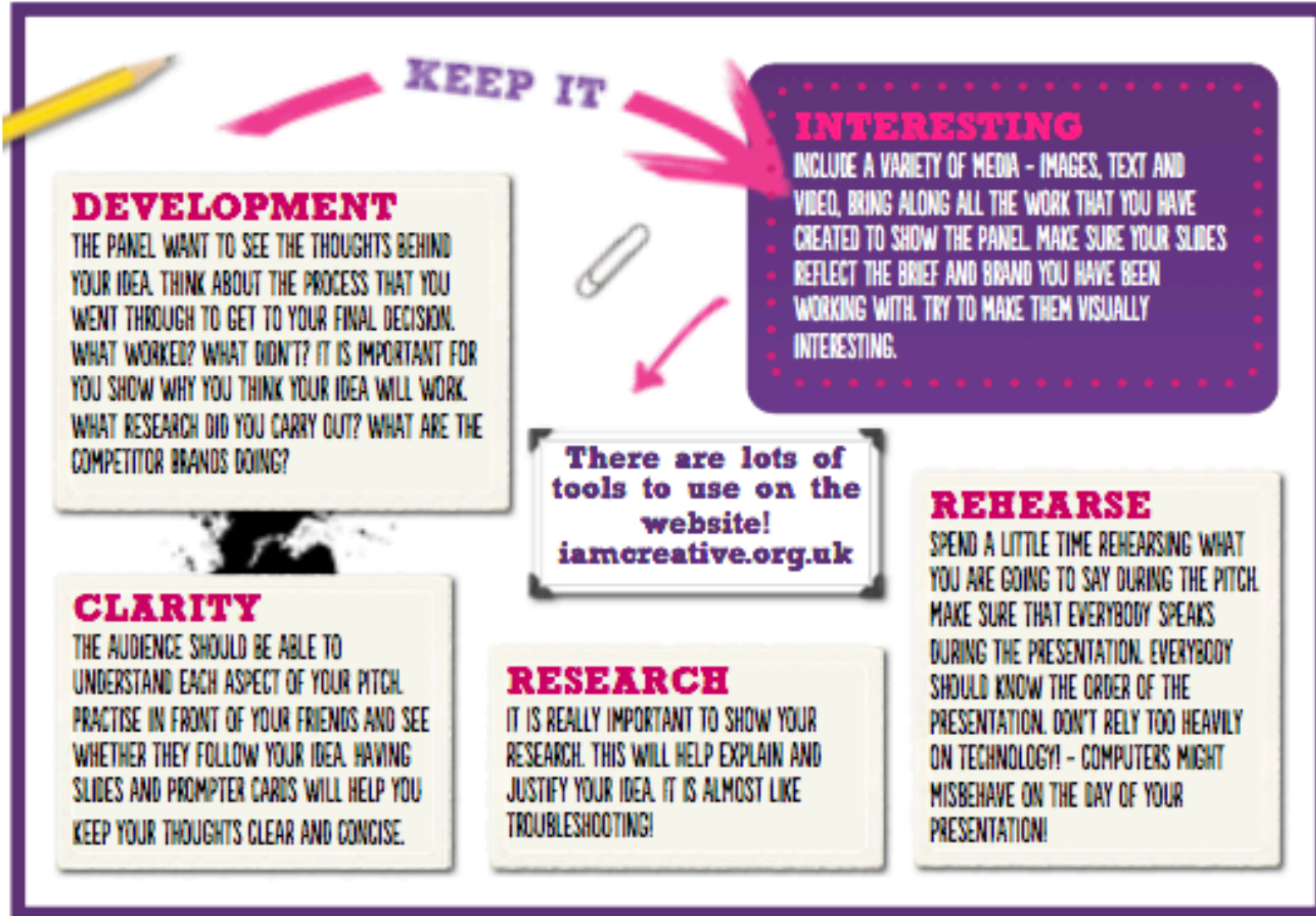
**Stands out!**

## CONFIDENCE

IT IS EASIER SAID THAN DONE, BUT HAVING CONFIDENCE IS KEY TO A GOOD PITCH. EVEN THE TOP BOSSES IN AGENCIES GET NERVOUS! TRY TO BE YOURSELF AND SHOW THE PANEL EXACTLY WHY YOU THINK THE BRAND SHOULD RUN WITH YOUR IDEA. TAKE DEEP BREATHS AND DON'T RUSH YOUR PITCH. REMEMBER - IF YOU AREN'T ENTHUSIASTIC ABOUT YOUR IDEA, YOUR CLIENT WON'T BE, SO YOU NEED TO BE AS ENTHUSIASTIC AS POSSIBLE WHEN YOU PITCH. YOU MIGHT FEEL STUPID, BUT YOU WON'T LOOK IT.



# How to Pitch



**KEEP IT**

**DEVELOPMENT**  
THE PANEL WANT TO SEE THE THOUGHTS BEHIND YOUR IDEA. THINK ABOUT THE PROCESS THAT YOU WENT THROUGH TO GET TO YOUR FINAL DECISION. WHAT WORKED? WHAT DIDN'T? IT IS IMPORTANT FOR YOU SHOW WHY YOU THINK YOUR IDEA WILL WORK. WHAT RESEARCH DID YOU CARRY OUT? WHAT ARE THE COMPETITOR BRANDS DOING?

**CLARITY**  
THE AUDIENCE SHOULD BE ABLE TO UNDERSTAND EACH ASPECT OF YOUR PITCH. PRACTISE IN FRONT OF YOUR FRIENDS AND SEE WHETHER THEY FOLLOW YOUR IDEA. HAVING SLIDES AND PROMPTER CARDS WILL HELP YOU KEEP YOUR THOUGHTS CLEAR AND CONCISE.

**RESEARCH**  
IT IS REALLY IMPORTANT TO SHOW YOUR RESEARCH. THIS WILL HELP EXPLAIN AND JUSTIFY YOUR IDEA. IT IS ALMOST LIKE TROUBLESHOOTING!

**REHEARSE**  
SPEND A LITTLE TIME REHEARSING WHAT YOU ARE GOING TO SAY DURING THE PITCH. MAKE SURE THAT EVERYBODY SPEAKS DURING THE PRESENTATION. EVERYBODY SHOULD KNOW THE ORDER OF THE PRESENTATION. DON'T RELY TOO HEAVILY ON TECHNOLOGY! - COMPUTERS MIGHT MISBEHAVE ON THE DAY OF YOUR PRESENTATION!

**INTERESTING**  
INCLUDE A VARIETY OF MEDIA - IMAGES, TEXT AND VIDEO, BRING ALONG ALL THE WORK THAT YOU HAVE CREATED TO SHOW THE PANEL. MAKE SURE YOUR SLIDES REFLECT THE BRIEF AND BRAND YOU HAVE BEEN WORKING WITH. TRY TO MAKE THEM VISUALLY INTERESTING.

There are lots of tools to use on the website!  
[iamcreative.org.uk](http://iamcreative.org.uk)



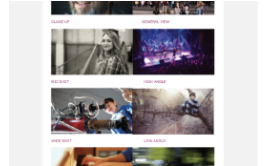


# Ideas Foundation Educator Resources



Creating a campaign

Shot List



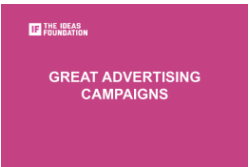
How to Present

Teacher's Guide to I Am Creative



Blank Storyboard

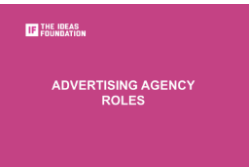
Coming up with a big idea



Great Advertising Campaigns



What are the Creative industries



Advertising agency roles



# Creative Briefs



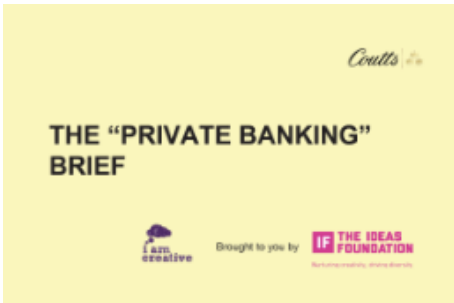
National Grid



Warburtons



Unilever



Coutts



Halifax

BBC Big Weekender





Go to our website at [Ideasfoundation.org.uk](https://ideasfoundation.org.uk) for more resources, national competitions and invitations to creative agencies.