

# The International Advertising Campaign

## Intercultural Task 2

**Target Groups:** Classes with knowledge of both languages (in this case Spanish learners of English and American learners of Spanish)



### Task instructions:

You and your international partners work for an international advertising company. A global brand has asked you to design an advert for them or their new product to be used in Spain and the USA. You should make two adverts - one which reflects the values and culture of the American market and one which reflects the values and culture of Spain.

You and your partner should choose a special brand or product to work on. These brands could include the Big Mac, the iPhone 6, the Gillette Fusion Proglide, Zara, Nescafé: Decaf Instant Coffee, Ikea.

You should work together with your local and your international partners to discuss how the product should be sold in Spain and in the USA. What will make the product attractive to each market? The American students should tell their Spanish partners how the product is viewed in the USA and the Spanish students should explain how the product is viewed in Spain. Students should use both languages as appropriate - You can all use Spanish

when talking about the Spanish market and you can all use English when discussing the American market.

The Spanish students will now use this discussion and their own online research to make an ad for the US market. The American students should use their research to make an ad for the Spanish market. The ad should be a poster no longer than one page of a Word document, and should include images, text (minimum 70 words, including the slogan) and headings.

Each local team should have their adverts ready by XXXX date. Students will then do two things:

1. Present the ad they have made in class.
2. Each class will vote on the best ad created by their international partners.



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