



LESSON PLAN

Topic: Advertisements and Brands

Estonia, 2018

Aims:

- To encourage young people to understand the influence of advertisements on people
- Their positive and negative influence
- To encourage students to think about their values in life
- To develop understanding and critical media literacy
- To make young people think about overconsuming
- Which are the solutions? What can you do? Your ecological footprint?
- To develop students' speaking skills
- To develop students' creativity

Age group

15- 19 years

Time

2 x 75 minutes

Materials

Worksheets

videos

Students' presentation

1. Brainstorming

For 5 minutes, have a brainstorming with students – Do you like advertisements? Why? Why not? Which are the most famous Estonian brands? Can you name them? Which are the most famous brands in your country? What makes them famous for you? Why?

Write down your ideas.



2. Group work

Split students into groups and let them discuss their ideas and thoughts about advertisements and brands. Find examples in the Internet.

<http://smallbusiness.chron.com/advertising-influence-people-57377.html>

<https://bizfluent.com/about-7414742-advertising-influence-people-.html>

Do advertisements have an influence on you? What kind of influence?

Handouts. Read the texts and discuss with your group.

How Does Advertising Influence People?

One of the hallmarks of modern capitalism, advertising helps fuel the economy by motivating buyers and supporting sellers. It is typically used in conjunction with other promotional tools, like personal selling, sales promotion and public relations, and is at the heart of marketing strategy for most consumer goods. Advertising influences people through education, persuasion and reassurance. It also influences the shopping experience, by making shopping simpler and helping to moderate the prices of advertised products.

Education

Advertising is an effective means of communicating information about products and services to a large number of consumers at once. This information plays a key role in educating people about different brands' functions and features, like how they work, what they cost and where they can be purchased. Because the information in ads comes directly from the manufacturer, it is more likely than secondhand reports to be verifiable and reliable. This helps buyers make choices most likely to satisfy their needs and wants.

Persuasion

Using creative techniques like direct brand comparisons, advertising can persuade people that one product will be better than another in improving their lives or delivering benefits they seek. It can often motivate them to take immediate action, like trying a new brand, redeeming a coupon or requesting more information. By calling attention to different uses for a product, advertising also encourages people to buy in bigger volume and/or more frequently than they otherwise would.

Reassurance

Before a buyer completes her purchase, advertising can help her confirm that she is getting what she wants. Even after the transaction has been made, advertising plays a role by reminding a consumer why she spent her money and reassuring her that she made the right choice. This reassurance effect of advertising is especially important when the product was very expensive or the choice was risky. In other words, it helps to eliminate the psychological discomfort commonly known as "buyer's remorse."



Simplifying Shopping

By reducing a consumer's need to search for products or the stores that stock them, advertising makes shopping simpler and more time-efficient. It helps eliminate unnecessary risk-taking and facilitates easier decision-making at the point of purchase. Particularly in crowded product categories like snack foods, video games, toothpaste or shampoo, consumers rely heavily on advertising to weed out unsuitable alternatives and quickly steer them to the most promising goods.

Moderating Prices

In many product categories, like airlines and cars, advertising stimulates direct price competition. More generally, it reduces marketing and distribution expenses over time by keeping people informed, motivating them to buy, and encouraging high-volume and repeat purchases. Also, because a single advertisement can simultaneously influence millions of consumers, it is more cost-efficient than personal selling and other customized marketing tools. Over time, these cost reductions help firms hold down the prices they charge consumers.

3. Purposes of the advertisements

Why was this made?

Who is their target audience?

What do they want me to do?

What do they want me to think (or think about)?

Whatch the video and read the text.

<http://www.estonianbrands.com/lets-do-it>

Let`s Do It. Estonia and the world.

On September 15, 2018, World Cleanup Day, people in 150 countries will stand up against the global trash problem and clean up waste, making it the biggest positive civic action the world has seen.

Is your country among these 150?



4. Estonian brands



Watch the videos and discuss about the importance of these inventions in Estonia and in the world.

<http://www.estonianbrands.com/skype>

<http://www.estonianbrands.com/transferwise>

<http://www.estonianbrands.com/e-residency>

<http://www.estonianbrands.com/signwise>

<http://www.estonianbrands.com/plussid>

5. Work in groups

Which is the most important invention?

What is e-school for you?

Does it have any disadvantages?

6. Music brands

Can you name any Estonian music brands?

Who or what makes them famous abroad?

<http://www.estonianbrands.com/estonia-piano>

<http://www.estonianbrands.com/arvo-part>

<http://www.estonianbrands.com/neemejarvi>

<http://www.estonianbrands.com/tanelpadar>

<http://www.estonianbrands.com/metsatoll>

<http://www.estonianbrands.com/laulupidu>

How does this make you feel?

7. Estonia and sports

<http://www.estonianbrands.com/kelly-sildaru>



<http://www.estonianbrands.com/ott-tanak>

<http://www.estonianbrands.com/baruto>

<http://www.estonianbrands.com/tartumaraton>

Why sports is so popular all over the world?

What is sports for you?

What emotions do you get when watching sports competitions, the Olympic Games?

Why are the Olympic games the dreams of every sportsman?

Can you name famous sportsmen from other countries?

What makes them famous? The results, the personality?

8. Estonian food brands

<http://www.estonianbrands.com/kalev>

AS Kalev is the biggest and oldest confectionery company in Estonia which was founded by Lorenz Caviezel back in 1806. It all started from the Pikk street, old city of Tallinn where Mr. Caviezel opened Maiasmokk, the very first cafe in Estonia which made bakery and confectionery products and also handmade candies. The building was bought by Georg Stude in 1864 who opened there his confectionery business, offering among other things, exclusive handmade marzipan figurines and chocolate candies.

The production of AS Kalev is mainly sold at the Estonian market. Company owns also a retail chain of 6 chocolate shops. Main export markets are the Baltic States, Scandinavian countries and Russia.

Maiasmokk cafe has been recently renovated and hosts Kalev's marzipan museum, where you can see the historical exhibition and how the marzipan masters work



Estonian national brands

<http://www.estonianbrands.com/premia>

Premia



Although Estonia is considering itself as Northern country we still have a plenty of passion for the ice cream :) Premia is the oldest and the biggest ice cream factory in Estonia since 1956. The most popular brands include Eriti Rammus, Vana Toomas, Regatt, Väike Tom and Vau.

<http://www.estonianbrands.com/estoniancheese>

Estonian Cheese

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Cheese is the most common dairy product in our country as about 80% of milk goes to cheese production. The very first Estonian dairy was established at Imavere in 1908. The earlier homemade cheese kind of product was Sõir which originates from South Estonia. High quality cheese production was in private hands in 1920-1940s, then got nationalized by soviets. The next leap forward happened in 1953 when Urmas Altmeri's invention AU-8 was added to cheese production which fastened and improved it significantly. That was the birth of Estonian Original Cheese as we know it today. AU-8 was a great probiotic dairy product which had healing properties and also fastened cheese maturation process. As AU-8 was a revolutionary product which also had the other ways of use it draw an interest by the Western world. It also made a commercial interest by its inventors who later got prosecuted by the communist party. The crucial role here was played by Urmas Altmeri's friend Johannes Hint who also was a scientist, inventor and entrepreneur. His experimental factory Desintegrator was the first cooperative type of business in SU which commercial success made soviets worried and therefore its production was declined and AU-8 production line got stopped. Despite all troubles at Soviet times Estonian Cheese recipe got preserved and it is still in use by Estover OÜ who makes it in the original way

9. Do you recognise the singers or the country these Eurovision songs come from?

<https://www.youtube.com/watch?v=wri72BfnGh4>

Estonia 2001, Tanel Padar and Dave Benton - Everybody

<https://www.youtube.com/watch?v=gAh9NRGNhUU>

Finland 2006, Lordi – Hard Rock Hallelujah

<https://www.youtube.com/watch?v=Pfo-8z86x80>

Sweden 2012, Loreen - Euphoria

10. Can you find your country`s Eurovision song?

Search in the Internet.



Eurovision song contest makes the country and the singers and bands famous.

11. Work in groups and compose a song, write lyrics, make an advertisement that will make your school famous and attract the public's attention.

Discussion, reflexion.

What do you think? Does your school need advertising?

Why are schools advertised?

Resources

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Erasmus+ Understanding and Critical Media Literacy



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