

### Ad for a Friend

Friendships are some of the most valuable relationships people have in their lives. Good friends have particular characteristics and qualities that contribute to the development of a healthy relationship. Your task is to create an ad for a friend that depicts what characteristics and qualities you value in a friend. This will be done in groups of four. The ad may be a print ad, a TV commercial or a radio ad.

#### Steps:

- 1) Not everybody values the same qualities in a friend. You and your group will have to brainstorm qualities that you want to advertise for in your friend. Agree to five qualities.
- 2) Think about how these qualities will contribute to a healthy relationship.
- 3) Choose a medium for your ad. (Print, television, radio)
- 4) Develop your ad in a creative and engaging way.
- 5) Present your ad to the class.
- 6) Be prepared to explain why you chose those qualities.

Marking Scheme	
Is the advertisement creative and engaging?	___/10
Does the advertising contain evidence of collaboration and effort?	___/10
Do the presenters speak in a clear and accurate manner and maintain eye contact?	___/10
Did the presenters explain why they chose the qualities in a reasoned way?	___/10
Was the class time used effectively?	___/5
<b>Total</b>	___/45

