

1. You are going to work in groups to prepare an advertisement for a mobile phone package. GO to the *Money Stuff* website ([www.moneystuff.fairtrading.nsw.gov.au](http://www.moneystuff.fairtrading.nsw.gov.au)). From here you can go to the challenge area which takes you through the issues and decisions you need to make to buy a mobile phone. The *Just the Facts* area of the website contains information on all aspects of buying a mobile phone, and the glossary will help with technical terms.
2. SUMMARISE the planning for your advertisement here.

<b>Advertising medium</b>	
<b>Brand name, product description</b>	
<b>Target audience</b>	
<b>Purpose</b>	
<b>Contributing elements (words, graphics, sound effects, music)</b>	
<b>Comments</b>	

3. PRODUCE the advertisement or where this is not possible, construct a mock up of how the advertisement might look. If you are composing a storyboard for a film or television advertisement, show each main screen.

