

## Creative Writing Challenge

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You have been given the challenge of designing a brand new toy or app.

You must create a diagram of your idea, a description of the product and how it works.

Then create an advertising campaign to promote your new product. You could create a newspaper advert, a radio advert or even attempt a television advert!

Think about all the persuasive skills you could use to make sure people want to buy your product.

### Extension ideas:

- Design a set of instructions on how to use your new product.
- Another company has stolen your idea! Write a letter to them telling and proving to them that it is your product and that they must stop using it immediately.
- Write a review for your product as a customer trialling the product for the first time. What do you like about it? What could be improved? What star rating would you give the product and why?