



## Describe the effects of smoking.

Use the template below to help you plan your anti-smoking campaign.  
Remember to work as a team and listen to everyone's ideas.

### Step 1: Campaign Name



### Step 2: Logo



A logo is a symbol or small design which helps identify the campaign. Make it colourful and simple. Do some rough sketches first and then draw your final design below.

### Step 3: Slogan

A slogan is a striking or memorable phrase which companies use in advertising or in charity campaigns.

See if you can come up with three or four good slogans for your campaign below and then agree on one to use!

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Chosen Slogan:



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### Step 3: Poster Design

Skills needed:

- ✓ Creativity
- ✓ Design / Drawing

Include:

- ✓ Logo
- ✓ Slogan
- ✓ Image
- ✓ Colour
- ✓ Contact Details



### Step 4: Leaflet

Skills needed:

- ✓ Creativity
- ✓ Design
- ✓ Writing

Include:

- ✓ Logo
- ✓ Slogan
- ✓ Key Facts and Information
- ✓ Images
- ✓ Colour
- ✓ Contact Details



### Step 5: TV/Radio Advert

Skills needed:

- ✓ Creativity
- ✓ Writing / storyboarding
- ✓ Acting

Include:

- ✓ A story / anecdote
- ✓ Key Facts and Information
- ✓ Contact Details





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On this page, you are going to review other team’s campaigns.

Give marks out of 10 for each part of the campaign.

Campaign Name	Team Members	Poster	Leaflet	TV or Radio Advert

The team which had the best teamwork was .....  
because .....  
.....  
.....

The team whose campaign was best overall was .....  
because.....  
.....  
.....