



You are in control

– making a good advert

Use your **top ideas** for controlling your **carbon footprint**.

Now create an **advert** to explain what you will do and why other people should get involved.



1 A **billboard...** is a large advert that you see on busy streets.

Design this on large paper... sideways on...

2 A **poster...** is smaller and found in lots of places, e.g. on doors, windows or lamp posts etc.

Design this on small or medium size paper.



Top tips for your advert

- Keep your message clear and to the point
- Think about words and pictures that will catch people's eyes
- Use key words and phrases.

Where is the best place to put your poster or billboard?

