



Art // Media Studies // English

LAND OF THE FANNS

Marketing Campaign

Educational Resource // Activity

From, Land of the Fanns Online Resource

Key Stage

Key Stage 2 - 4.

How long will this take?

This activity can be treated as a short 1 - 2 hour session, or expanded into a full project.

Equipment & Materials

Depends on the medium chosen, eg paper, colouring pencils, phone camera, audio recording facilities, video editing software.

What do we do?

First provide some background information on the Land of the Fanns and what's in it. Depending on age and level of working, this could be via the briefing note (found at the top of each of our Educational Site pages or materials found at: <https://www.landofthefanns.org>

Perhaps children might have already visited some of the Land of the Fanns using other resources from this site, but otherwise you can read them the list of places.

Discuss whether children have visited any of the sites, discuss experiences of living in the Land of the Fanns, what makes them proud of the area, what they like about it.

Print the following page, or present it in your own style.
Their brief is to advertise or market the Land of the Fanns....



Marketing Campaign

Your brief is to advertise the Land of the Fanns.

Who you are trying to persuade to move to the Land of the Fanns? [Some ideas are:](#)

- Families looking for somewhere new to live
- Holidaymakers
- Elderly people looking to retire somewhere new
- Business owners
- Commuters to London
- Overseas businesses looking for UK premises
- Housing developers

Use a variety of different mediums, or perhaps even several, to make a whole campaign:

- Poster // Leaflet
- Magazine // Newspaper advert
- Music jingle // Radio advert
- Video (eg for TV, YouTube, Internet, TikTok)
- Social media posts

**Get
Creative.**