

# TEACHER GUIDE CHALLENGE 2: CLAIMS & DIGITAL ADVERTISING

## BACKGROUND/SUMMARY

Claims are the messages that a brand makes about their products in order to encourage consumers to buy them. Anything that a product claims needs to be supported by either technical or consumer data. Digital campaigns are often used to advertise products to consumers.

## SESSION OUTLINE

Now that the students have created their brand, they need to decide what claims they will make about their product. They will also need to consider how these claims will be supported with data.

After choosing their claims, students will need to consider how they will combine these claims with their branding to create a social media digital advertising campaign.

## ACTIVITY 1

Use page 1 as a pre-activity, ask students to guess which parts of the advert are classed as a claim.

Reveal the answers on the following page. Claims are anything we say about our product. Supporting Notes:

1- How will the product free the hair of pollution worries? Testing of the product vs a control under conditions associated with pollution is necessary to support.

2 - Technical data will be required to support 100% reversal of damage. You will need to show that the hair is being restored to the condition before it was ever damaged in the first place.

3 - Testing needs to be on hair this type (i.e. South Asian hair) but NOT a claim

4 - The image of the pack is itself a claim that this is what the product will look like, as well as the claims on the pack itself

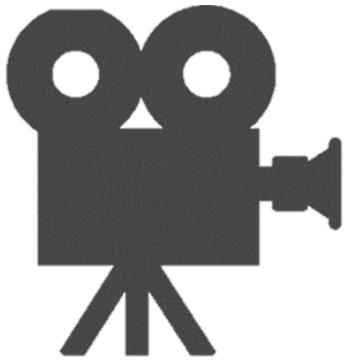
5 - The product is claiming to include this ingredient by having an image on the advert. It must be included at some level.

6 - Even the name of the product requires some support, to ensure you are delivering what you promise.



# CHALLENGE 2 – CLAIMS AND DIGITAL ADVERTISING

PLAY VIDEO



|| PAUSE AT 5:30

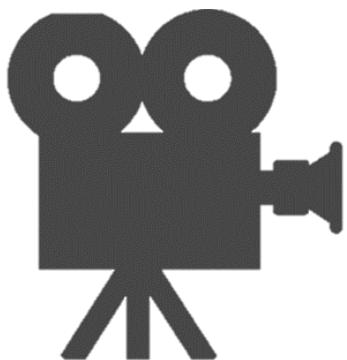
## ACTIVITY 2: THE CLAIMS CHALLENGE

Having already created their brand and product concept in the previous session, students should now consider what claims they would like to make about their product in order to convince the consumer to buy.

Take students through pages 3-8 to introduce the task, students should use the template on page 9 to fill in 3 key claims and a support strategy for their claim including at least one 'benefit' claim. A benefit claim is one that directly links to what the product will deliver for the hair or body, for example cleansing, shine, frizz reduction, nourishment etc.

## CONTINUE PLAYING VIDEO

Students will now learn about digital advertising and how they will market their product to consumers



# CHALLENGE 2 – CLAIMS AND DIGITAL ADVERTISING

## ACTIVITY 3: THE DIGITAL CHALLENGE

Using the templates on pages 11-12, Unilever would like the students to create either an Instagram post or a storyboard (for use on Facebook, Instagram, Youtube, TV advert etc) for a post, or series of posts they plan to use to launch their product.

Students should consider how they can make the advertising accessible for their target region and audience.

They should consider how to incorporate their claims and branding into the post, remembering that this is the first time consumers will be seeing their brand.

Use page 13 to remind students to always keep their consumer in mind – this page shows a refresh of the information they have already seen in regards to the different regions. They should read through their region and think about which platform would be best to use for advertising.

## CRITERIA UNILEVER WILL BE LOOKING FOR -

- Three claims for the product and a thought-through support strategy for the benefit claim
- A post that has been designed for the consumer in their relevant region – with an explanation as to why this region has been chosen.
- For submission, this can be presented in any desired format –for example these elements could be explained through a pitch via video, through a drawing or using the templates as provided. The more creative the better!

