



## STAGE 5

14-16

## THE CLOCK IS TICKING!

### STAGE 5 COMPRISES ONE ACTIVITY

1. Final thoughts

#### PREPARATION

Print off copies for each student of:

- Plan a presentation
- The *Bin It! 14-16 Media Competition* brief
- The competition entry form

### OBJECTIVES AND OUTCOMES

By the end of Stage 5 students will:

- Have a final campaign draft to implement a real life campaign
- Have incorporated all the key research and creative elements needed for an effective campaign in the real world

For homework, students worked in their teams on their own campaigns. Now they really have to focus on linking what they have been learning about with the topic of litter or, rather, not littering. Remind them about the research they undertook into the attitudes towards littering by different audiences.

Now is the time to link ideas with outcomes.

Your students have the opportunity to contribute themselves, as a team, with the opportunity to take part in delivering an entry for the *Bin It! 14-16 Media Competition*.

## ACTIVITY 1

### FINAL THOUGHTS

**Timings:**  
50+ mins for all students

Each project group must review and agree all elements of their Campaign Brief, making sure that it addresses all the key elements:

- Littering problem which needs to be addressed
- How to encourage people to dispose of litter responsibly
- The message of the Campaign — is it clear and concise?
- Does the Campaign have strong creative concepts?
- Has the budget been successfully managed?
- Will the Campaign prove memorable?

Monitor progress and provide suggestions, resources and support as individually required. Get your stop watch out! Each group's Head of Digital has two minutes to beat the stopwatch and give a brief update (without giving away any secrets!) on the progress of the work on their group's campaign.

#### HOMEWORK

##### Prepare for presentations

Each group must meet to finalise details on their campaign ready for the great unveiling. The *Plan a Presentation* sheet will help with this process.

