
















Let's create some targeted advertising ourselves. On the task sheet you have the information collected about three people. **Using the information given**, create three mini adverts for each person in the boxes below their profile. The advert should be a product that might **pop up on the internet** and must be **targeted to the specific person** using the information given.

Sarah, age 38	Ben, age 9	Emma, age 12
 Kids at heart	 Like making their own food	 Follow their own path
 Coach sports	 Must look sharp	 Love to laugh
 Always rushing	 Need to move	 Look for adventure
 The family communication hub	 Love keeping up with friends	 Need music to focus
 Pamper themselves when they can	 Play in a band	 Obsessed with games
