

How to Create a Persuasive Advertisement for City Hall in JA BizTown

Directions

As your group reads this article together, stop at each section and complete the matching part on your **City Hall Advertisement Planning Answer Sheet**. One person should be the main writer, but everyone should help discuss ideas.

Part 1: Understanding City Hall's Purpose

Advertisements are designed to persuade people. Persuade means to convince someone to support a business, trust a service, visit a place, or believe in an idea. In JA BizTown, City Hall must persuade citizens that it is organized, responsible, helpful, and important for the town to run successfully.

Unlike stores or restaurants, City Hall does not mainly sell products. Instead, City Hall provides important services to the community. City Hall helps keep BizTown organized, safe, fair, and running smoothly. The Mayor and City Hall team help solve problems, make announcements, support businesses, answer questions, and help citizens throughout the day.

City Hall's audience includes:

- BizTown citizens
- Business workers
- Customers
- Teachers and visitors

Your advertisement should make people feel confident that City Hall knows what it is doing and will help the town succeed.

STOP HERE

Complete:

- Part 1 on your answer sheet:
 - Why is City Hall important?
 - What problems would happen without City Hall?
 - How does City Hall help businesses and citizens?
 - How should citizens feel after seeing your advertisement?
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Part 2: Persuasive Techniques

The videos taught us that advertisements should use excitement and energy. Even though City Hall is a government service, your commercial should still sound exciting, important, and professional.

Advertisements use positive and persuasive words to convince people. City Hall should use leadership words like:

- organized
- responsible
- safe
- fair
- helpful
- professional
- reliable
- hardworking
- leadership
- community

The Chuck E. Cheese commercial showed how advertisements repeat important messages to help people remember them.

Examples:

- “Keeping BizTown running smoothly!”
- “Working together for a better BizTown!”
- “Helping every citizen succeed!”

Repeating important ideas makes the advertisement stronger and easier to remember.

STOP HERE

Complete:

- Part 2 on your answer sheet:
 - Positive words
 - Catchy slogan ideas
 - Emotions you want citizens to feel
 - Important messages to repeat
 - Funny or memorable moments

Then complete:

- Part 3:
 - Leadership vocabulary words
 - Persuasive phrases
 - Words that describe strong government workers
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Part 3: Story Planning

The second video taught us that advertisements should tell a story. Instead of only explaining City Hall jobs, your advertisement could show:

- A business needing help
- Citizens asking questions
- The Mayor solving a problem
- City Hall making announcements
- Workers helping the community
- BizTown working together successfully

Stories help citizens understand WHY City Hall matters.

Your advertisement should make citizens feel:

- safe
- supported
- confident
- proud of their town

STOP HERE

Complete:

- Part 4:
 - Your 3 slogan ideas
 - Circle your favorite slogan

Then complete:

- Part 5:
 - What problem happens in BizTown?
 - How does City Hall solve it?
 - What funny or memorable scene could happen?
 - Write your story summary
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Part 4: City Hall Jobs and Teamwork

Advertisements require teamwork. Every person in City Hall has an important role.

Possible City Hall jobs include:

- Mayor
- City Clerk
- Judge

- Public Relations Representative
- Government Workers
- Safety or Community Support Roles

Each person can help create the advertisement by:

- Writing the script
- Acting
- Narrating
- Designing posters or visuals
- Creating slogans
- Explaining services
- Speaking confidently

STOP HERE

Complete:

- Part 6:
 - Decide each worker's role in the advertisement

Then complete:

- Part 7:
 - Decide who will be the writer, actors, narrator, designers, and presenter
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Part 5: Reflection

As your group finishes planning, think about these questions:

- What persuasive technique will work best?
- Why should citizens trust City Hall?
- What part of your advertisement will people remember most?
- How does your commercial show leadership and teamwork?
- What could make your advertisement even stronger?

The goal of your advertisement is not just to explain City Hall. The goal is to persuade citizens that City Hall helps make BizTown successful.

FINAL STOP

Complete:

- Part 8 Reflection Questions on your answer sheet together.