

# How to Create a Persuasive Advertisement for The Café in JA BizTown

## Directions

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

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## Part 1: Understanding The Café's Purpose

Advertisements are designed to persuade people. Persuade means to convince someone to buy something, visit a place, or choose a service. In JA BizTown, The Café must persuade customers to visit, buy food and drinks, and enjoy their experience.

The Café is an important business in BizTown because it provides food, drinks, customer service, and a welcoming place for citizens. The Café workers help keep customers happy, energized, and ready to work throughout the day.

One important lesson from the videos is that advertisements must focus on the audience. The Café's audience includes:

- Hungry BizTown citizens
- Busy workers
- Customers looking for snacks or drinks
- Teachers and visitors

Your advertisement should make customers feel:

- excited
- hungry
- welcomed
- interested in visiting your café

## STOP HERE

Complete:

- Part 1 on your answer sheet:
  - Why is The Café important?
  - What would happen without a café?
  - How does The Café help workers and citizens?

- What makes your café special?
  - How should customers feel after seeing your advertisement?
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## Part 2: Persuasive Techniques

The videos also taught us that advertisements should use excitement and energy. Think about food commercials on TV. The people sound excited because they want customers to feel excited too.

Your Café advertisement should sound:

- energetic
- welcoming
- fun
- friendly
- delicious

Advertisements use positive and persuasive vocabulary to convince customers.

Examples:

- fresh
- delicious
- tasty
- warm
- refreshing
- homemade
- satisfying
- flavorful
- quick
- friendly

The Chuck E. Cheese commercial repeated important ideas like “Every kid’s a winner!” Food advertisements repeat ideas too so customers remember them.

Examples:

- “Fresh food fast!”
- “The tastiest stop in BizTown!”
- “Serving smiles and snacks!”
- “Fuel your BizTown day!”

## STOP HERE

Complete:

- Part 2 on your answer sheet:
  - Positive words

- Catchy slogan ideas
- Emotions you want customers to feel
- Important messages to repeat
- Funny or memorable moments

Then complete:

- Part 3:
    - Food or restaurant vocabulary words
    - Persuasive phrases
    - Words that describe excellent customer service
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## Part 3: Story Planning

The second video taught us that advertisements should tell a story. Instead of only listing menu items, your advertisement could show:

- A tired worker getting energy from café food
- A customer smiling after eating
- Workers rushing in during lunch
- Employees preparing delicious food
- Customers enjoying time together

Stories help customers imagine themselves eating at your café.

Your advertisement should make customers feel:

- hungry
- happy
- excited
- welcomed

Advertisements also use slogans and catchphrases that people remember.

Possible Café slogans:

- “Fuel Your BizTown Day!”
- “Fresh Food. Fast Service.”
- “Where BizTown Eats!”
- “Serving Smiles Daily!”
- “The Tastiest Stop in Town!”

## STOP HERE

Complete:

- Part 4:

- Your 3 slogan ideas
- Circle your favorite slogan

Then complete:

- Part 5:
    - What problem does a customer have?
    - How does The Café solve the problem?
    - What funny or memorable scene could happen?
    - Write your story summary
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## Part 4: Café Jobs and Teamwork

The videos also taught us that creating advertisements takes teamwork. Every Café worker has an important role in helping customers and promoting the business.

Possible Café jobs may include:

- CEO or Manager
- Cashier
- Food Prep Worker
- Customer Service Worker
- Marketing or Advertising Worker
- Clean-Up Crew

Each person can help by:

- Writing the script
- Acting
- Designing signs or menus
- Creating slogans
- Showing customer service
- Speaking with excitement

## 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 customers visit your café?
- What part of your advertisement will people remember most?
- How does your commercial show teamwork and customer service?
- What could make your advertisement even stronger?

The goal of your advertisement is not just to explain The Café. The goal is to persuade customers to choose YOUR café.

## FINAL STOP

Complete:

- Part 8 Reflection Questions on your answer sheet together.