



Create a TikTok ad with your group!

INSTRUCTIONS:

Create a TikTok ad that advertises Nike Air Jordans. Since TikTok is a video platform, create a skit or a dance that will make people feel excited about these shoes and want to buy them.

TikTok Ad Best Practices:

- Your skit or dance should be about a minute long.
- Be sure to say the name of what you're advertising: Nike Air Jordans.
- Emphasize why Nike Air Jordans are the best and what sets them apart from other shoes.



Some things to think about while creating your ad...

- 1. What makes Nike Air Jordans different from any other shoes? Think about the way they look, how they feel, and their overall style.**
- 2. How do Nike Air Jordans make people feel while they're wearing them?**
- 3. Who is the target audience for this ad? Kids or adults?**
- 4. What are some words you would use to describe Nike Air Jordans that you could include in your ad?**