



Create a Twitter Ad with your group!

INSTRUCTIONS:

Create a Twitter ad that advertises a McDonald's Big Mac. Since Twitter is a text platform, write a few sentences about this burger that will make people feel hungry and want to buy one. You can draw a photo of the burger as well!

Twitter Ad Best Practices:

- Keep it short and sweet! People scroll by quickly, be sure to describe the Big Mac in one or two sentences.
- Use words that will make people hungry and make the Big Mac sound really delicious.
- Be sure to include where this burger comes from in your ad: McDonalds.

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

1. What makes Big Macs different from any other burger? Think about the way they look and how they taste.

2. How do Big Macs make people feel?



3. Who is the target audience for this ad? Kids or adults?

4. What are some words you would use to describe Big Macs that you could include in your ad?