



## The apple

- ❖ Divide your students into teams of 5. Tell them the following story:
- ❖ “Each group represents an organic food company called “the Apple”. Customers love you for your friendly employees and good customer service. Plus, you make sure to post photos of delicious food and fruit on social media. But now you want to try something different. You want to make a promotional video because you feel like you're losing customers and you want to convince them to buy your organic food.”
- ❖ Give each group 10 minutes to prepare a 40 second commercial (play).