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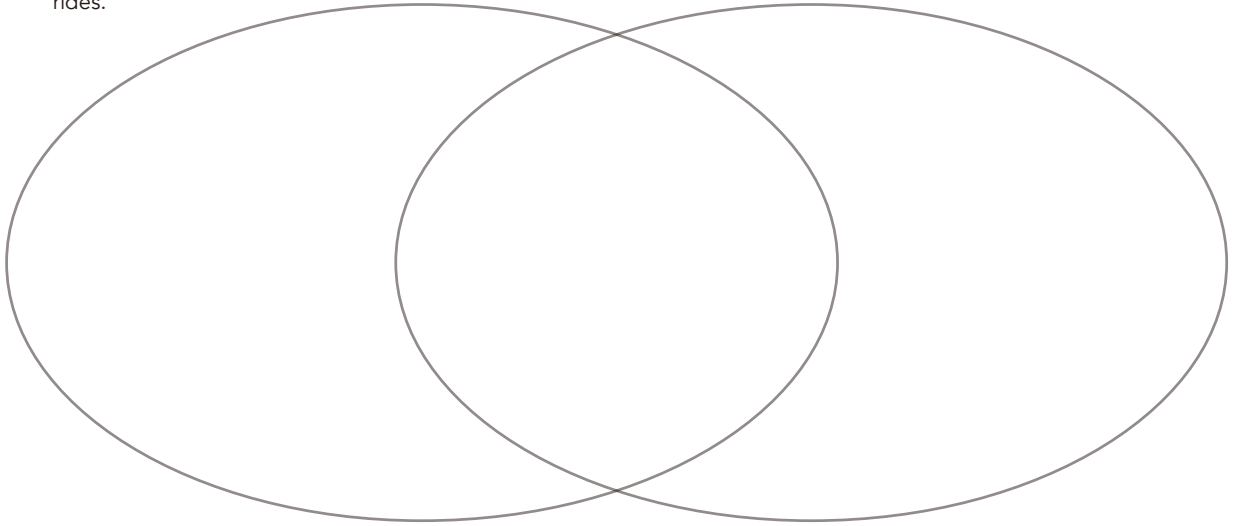
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Scenario 1

Amusement Ride

With a classmate complete this Venn Diagram comparing the similarities and differences of your favorite amusement rides.



Your favorite ride: _____ Your partner's favorite ride: _____

If you could only take one of these amusement rides, which one would you choose? And why?

Business Challenge

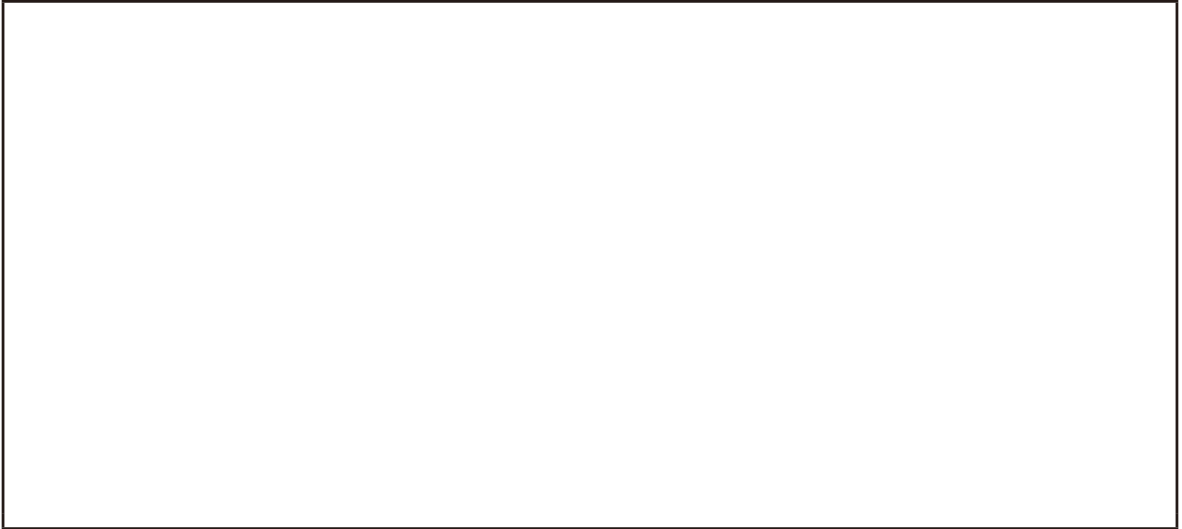
アミューズメントパーク会社 (例: ディズニーランドやユニバーサルスタジオなど) が来場者に提供する乗り物サービス (例: ジェットコースターやメリーゴーラウンドなど) は基本的に同じようなものであるため、この種の会社が抱えるビジネス上の問題は、競合他社とどのように差別化を図ることができるかということである。そこで、このような問題を解決するアピール方法として「COMPARATIVEアピール」がある。この方法を用いることで自社でしか経験できないようなことを来場者には効果的にアピールすることができるのである。

One challenge amusement parks face is that they basically offer the same type of service to v_____. As a result, amusement parks need to use a **COMPARATIVE** appeal to d_____ themselves from their competitors by explaining to consumers the type of e_____ that they can have only at their amusement park. For example,

The Super Screamer is longer, faster, and steeper than
(comparative)
all of our other roller coasters. It will leave you
breathless at Canada's number one amusement park.
(comparative)

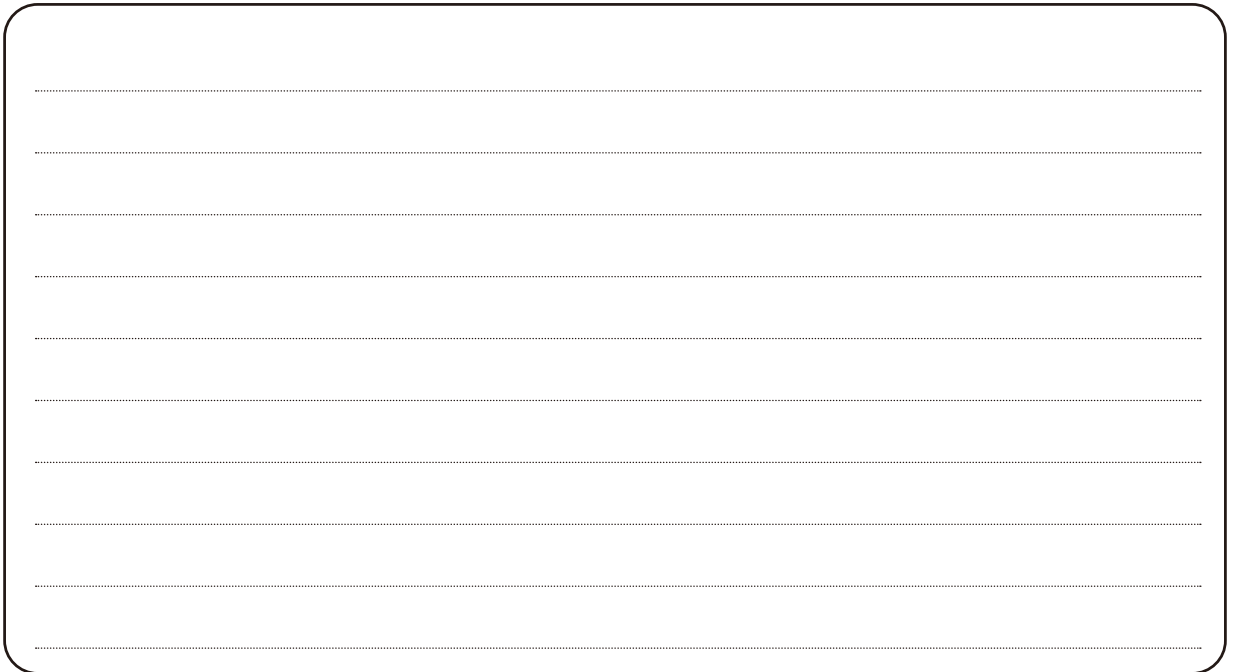


Draw a picture of your own original amusement ride. Remember you want give people a truly unique experience.



Also what is the name of your amusement ride?

Now it is time to write a **COMPARATIVE** appeal explaining why people need to come the amusement park and take your ride.



Read your classmates' **COMPARATIVE** appeals. Then decide whose amusement ride is better.

CALL TO ACTION!

Their Amusement Ride	Your Amusement Ride
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Scenario 2

Around Town

Ask your classmates what kind of activity would they recommend for these different groups of people to do on the weekend.

	Activity
Art Lovers
Couples
Culture Vultures
Families
Film Buffs
Foodies
Music Lovers
Shopaholics
Sports Fanatics
Thrill Seekers



Which activity would you like to do? And who would you like to go with?

.....

.....

.....

Business Challenge

人というのは「共通の関心」を持つもの同士が集まる社会的動物である。ビジネスではしばしばこの「共通の関心」を手がかりとしてサービスや製品を提供することがある。このようなビジネスの手法は「SOCIALアピール」と呼ばれ、確固たる顧客基盤を構築するのに非常に有効な手段となる。

Humans are s_____ animals that often come together around common interests. These common interests give businesses an opportunity to provide a s_____ or product that would be popular among a certain group of people. As a result, businesses can build a solid c_____ base with a **SOCIAL** appeal that explains, for example, why people should not miss a special event because their social group is going to be there. A **SOCIAL** appeal for a food festival might be:

Food Fest happens this Friday. Calling all foodies to come
(social)
hungry and enjoy over 50 incredible food vendors.

Plan an event for a target group of people.

Who is your target group?
What type of event do you think will interest your target group?
How many people are you expecting to attend your event?
Where in the city will you hold your event?
Will your event be on Friday, Saturday, or Sunday?
How much will it cost to attend your event?

Now it is time to write a **SOCIAL** appeal explaining why your target group of people should not miss your event especially because everyone in their social group will be there.

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This weekend is a three-day holiday. First, write your event onto your weekend schedule. Then talk to your classmates and decide what two other events you want to attend. You can attend only one event on each day.

Friday	Saturday	Sunday
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How many people will be joining your event?

CALL TO ACTION!
