

# # advertorials # part 2



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## DID YOU KNOW?

The first video uploaded to YouTube was called 'Me at the zoo' and it features one of the founders of YouTube at the San Diego Zoo. It was uploaded on 23 April 2005.

## You are going to create your own sponsored video!

### Step 1

Work in groups of four. Write down who the two YouTubers in your group are, and who are the ones working for the company.

The YouTubers are:

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The people who work for the company are:

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### Step 2

As a group, decide on the product that you are going to promote. Choose one of the following products or brands:

1. a toothpaste brand
2. an app of your choosing
3. a drink
4. a brand of headphones
5. a clothing / shoes brand
6. a make-up product
7. a game

## DID YOU KNOW?

Running a successful YouTube channel is a fulltime job.

The product/brand we choose is:

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**Step 3**

The two YouTubers have a successful YouTube channel that is very interesting to the company. As a group, fill in this profile about the YouTubers.

Our channel is named ----- . We make videos about -----

----- . We have ----- followers.

As a group, also fill in why the company would want to work with these YouTubers.

Our company is named ----- . We want to work with because:

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**Step 4**

Split up into pairs. One pair = the company. The other pair = the YouTubers. In pairs, come up with an idea for a video to promote the product or brand. Write your idea down in key words.

Tip: picture what kind of video you would like to make / would like to see. Is it an honest product review, endorsement, a scripted ad, or is the product simply shown in the background?

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**Step 5**

Present your ideas to the other pair. Together, decide on a video idea that everyone is happy about. Write down your idea in key words.

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**Step 6**

Negotiate (= onderhandel) about the payment: what should the YouTubers get and why? Write down what you agreed upon.

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**Step 7**

Together, write the script for your video. Decide who is going to be in it (both YouTubers, or maybe just one?) and who will film it. Your video should be 1-2 minutes long.

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**Step 8**

Decide how you are going to inform your viewers that this video is sponsored. Tip: check out this video that helps you with the Dutch rules: <https://www.youtube.com/watch?v=SwMCWkvApWQ&feature=youtu.be>

**Step 9**

Record your video. Also, write the description.

Title: -----

Description: -----

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