Coca-Cola Ad

Language level: Intermediate (B1) – Upper Intermediate (B2)
Learner type: Teens and adults
Time: 60 minutes
Activity: Watching a short film, reading a press release, speaking and writing
Topic: Healthy lifestyles, eating and adverts
Language: Food vocabulary, lifestyle vocabulary and comparatives
Materials: Short film and press release
Overview

This EFL lesson plan is designed around a Coca-Cola advert and the theme of healthy eating and lifestyles. Students compare their eating habits and lifestyle with those of their grandparents, watch an advert, read a press release and talk about the values Coca-Cola adverts try to transmit.

Step 1

Ask students to think about their grandparents and their lifestyle when they were younger. Ask them to discuss the following sentences:

- Compare your grandparents’ eating habits with your own.
- Compare your grandparents’ free time activities with your own.
- Compare your grandparents’ social relationships with your own.

Give students examples such as:

- My grandparents ate much less red meat than me.
- My grandparents walked more than I do.
- I speak to my friends more on the phone than my grandparents.
Step 2

When students are ready hold a plenary discussion and write up any interesting sentences on the board.

Step 3

Tell students that they are going to watch an advert for Coca-Cola which compares the lifestyles of two generations. Ask students the following questions:

Can you think of any Coca-Cola ads that you’ve seen?

What’s the Coca-Cola slogan?

What values do Coca-Cola try to transmit in their adverts?

What types of lifestyles are shown in Coca-Cola adverts?

Step 4

Show the film and ask students to notice any differences in the lifestyles shown in the ad.

After watching the film get feedback from the whole class.

Link: https://vimeo.com/72640246

Step 5

Put students in pairs and ask them to write at least five sentences comparing the lifestyle of
the grandson and the grandfather after watching the film for a second time.

Give an example such as:

The grandfather ate less than his grandson.

When students are ready show the film a third time and pause at each scene, ask students to read out the sentences they have written for each scene. Next discuss the lifestyles of the grandfather and the grandson.

Step 6

Put students into small groups and ask them to discuss the following question:

What values are Coca-Cola trying to transmit in this advert?

When students are ready get feedback from the whole class.

Step 7

Now show students part of the Coca-Cola Company’s press release for the ad.

“The new Coca-Cola advert ‘Grandpa’ shows that the lifestyle enjoyed by our grandparents – moving more, eating well, taking it easy – can be beneficial. We’re committed to using our advertising to raise awareness of the importance of energy balance and helping people to make informed choices. We believe it is just one of the ways we can help make more people aware of the need for a balanced diet and active, healthy lifestyle.”
Ask students to read the press release and discuss the following questions:

Did your grandparents move more, eat better and take it more easily than you?

Do you think the advert raises awareness of the benefits of a balanced diet and active, healthy lifestyle?

Do you think drinks like Coca-Cola can form part of a balanced diet?

Ask students to answer the questions individually and then to discuss their answers with a partner.

**Homework**

Ask students to write a letter to the Coca-Cola Company in response to the ad. They should say how the ad made them feel and what they liked or didn’t like about the ad. They should also say if they think the advert raises awareness of the benefits of a balanced diet and active, healthy lifestyle.

*I hope you enjoy this English language lesson.*