**PROJECT:   AN ADVERTISEMENT**

**RATIONALE**: Gen Z, generally classified as consumers born between 1998 and 2008,  are digital natives, who now represent 22 percent of the U.S. population, putting them right behind millennials (23 percent) and ahead of Gen X (21 percent). By 2020, you’ll make up a staggering 40 percent of all consumers. Besides, even nowadays  93%  of parents say their Gen Z kids influence family spending decisions and household purchases.

**GOAL**: In pairs or trios, create an ad to sell some product or service for people your age. This product doesn´t have to be an invention of yours. It can be a brand of clothes, make-up, sport equipment, cars or motorbikes, school camp, coffee-shop, fast-food restaurant, a country,  your hometown, etc.

**FORMAT**:  You have to create a video (10-20 seconds). The video needs to be creative, attractive, meaningful, gripping and catchy. You can add music  or dialogues, or both.

ENJOY!!!