

Slogan snake

Teacher's notes

Aim

To identify famous company slogans and recycle the language they use

What

Identifying slogans in a word search puzzle

Interaction

Pair work

1:1

Student does the puzzle and checks the slogans with you

When to use

With or any time after task 4 on page 127

What you need

One worksheet per student

Preparation

Copy the worksheet so that there is one for each student.

Here's how

1. Write the phrase *The World's Local Bank* on the board and remind the students that this was the former slogan of HSBC, that they saw in Unit 8. Tell them that you will give them a puzzle where they need to identify the slogans of other companies.
2. Divide the class into pairs. Check that they are all familiar with word search puzzles. Then give each student a copy of the worksheet. Explain that in this puzzle they will need to find slogans instead of individual words. The slogans appear as *snakes* with the next word beginning in any adjacent box to the last letter of the preceding word. Also, differently to word searches, no words appear diagonally.
3. Once the students find a slogan, they should try to match it to one of the companies given below the puzzle.
4. The first pair to successfully complete the puzzle wins the game. Go through the answers with the class.
5. Let students read the article *50-examples-of-catchy-and-creative-slogans* at www.tripwiremagazine.com. Then ask your class to use some of the words in the puzzle to write new slogans for companies they know.

Key

Airbus: *Setting the Standards*

BMW: *The Ultimate Driving Machine*

Burger King: *Have It Your Way*

Google: *Don't be evil*

Nestlé: *Good Food. Good Life*

Nike: *Just do it*

Panasonic: *ideas for life*

Sony: *make believe*

Staples: *that was easy*

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H	A	V	E	I	H	D	O	G	O	O	D	R	E	N
L	E	M	I	T	Y	O	U	R	B	I	F	O	O	D
T	N	O	D	N	A	N	D	W	C	E	S	J	O	G
B	N	R	T	M	I	A	L	A	K	H	T	H	E	O
E	E	T	H	E	D	R	A	Y	V	T	A	K	U	O
M	V	F	A	S	E	T	T	I	N	G	N	S	L	D
A	I	N	T	U	A	B	U	S	I	N	D	C	T	L
K	L	M	W	A	S	F	O	R	L	I	A	N	I	I
E	P	L	E	H	E	A	S	Y	I	U	R	P	M	F
B	E	L	I	E	V	E	O	F	F	J	D	G	A	E
E	N	I	H	C	A	M	L	E	E	S	S	D	T	A
M	E	I	L	E	V	G	N	I	V	I	R	D	E	N
M	U	S	J	U	S	T	D	O	I	T	M	E	B	S

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