

WORKSHEET TECHNICAL SYSTEMS – CREATE YOUR AD! (SHORT VIDEO)

▪ TASK

→ Describe your technical system (main function, how it works, technical parts..)

→ Convince your audience to buy it by creating a short video advertisement.

🕒 Duration: 1–2 minutes – Every group member must speak – Finish with a catchy slogan!



▪ STEPS

1. Describe the system

What does it look like?

How does it work?

What are its main features?

1. Describing the product / Décrire le produit

This is called... → *Cela s'appelle...*

It looks like... → *Ça ressemble à...*

It is made of... → *Il est fait(e) de...*

It can... / It allows you to... / It helps you... → *Il peut... / Il vous permet de... / Il vous aide à...*

2. Show its usefulness

Why is it indispensable?

What problem does it solve?

What makes it better than other products?

2. Show its usefulness / Montrer son utilité

It is very useful because... → *C'est très utile parce que...*

It is the only product that... → *C'est le seul produit qui...*

You will never have to ... again! → *Vous n'aurez plus jamais à ... !*

It improves efficiency → *Il améliore l'efficacité*

It provides precision and safety. → *Il apporte précision et sécurité.*

It ensures comfort and security. → *Il garantit confort et sécurité.*

It is fun, practical, and eco-friendly. → *Il est amusant, pratique et écologique.*

3. Sell it!

Use a positive, enthusiastic, convincing tone.

Use attractive adjectives (*amazing, revolutionary, unique, essential*)

Address the audience directly (*You need it!, Don't wait!*)

3. Sell it! / Vendre le produit !

You can't live without it! → *Vous ne pourrez plus vivre sans !*

It's a must-have! → *C'est un indispensable !*

Once you try it, you will love it. → *Une fois que vous l'aurez essayé, vous l'adorerez.*

Don't miss this opportunity! → *Ne ratez pas cette opportunité !*