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## Exercise

A TRIP AROUND FRANCE, ITALY , ENGLAND WITH NUTELLA

In the next 15 minutes you will see a trailer containing some NUTELLA ads for different countries. For each spot please report the main components of the advertising messages and get ready to discuss them with a short presentation.

1. Country: **Italia**

Product: \_\_\_\_\_  
Main consumer benefit: \_\_\_\_\_  
Slogan/Pay off: \_\_\_\_\_  
Style of advertising: \_\_\_\_\_  
Country specific features : \_\_\_\_\_  
Notes: \_\_\_\_\_

2. Country: **Francia**

Product: \_\_\_\_\_  
Main consumer benefit: \_\_\_\_\_  
Slogan/Pay off: \_\_\_\_\_  
Style of advertising: \_\_\_\_\_  
Country specific features : \_\_\_\_\_  
Notes: \_\_\_\_\_

3. Country: **Inghilterra**

Product: \_\_\_\_\_  
Main consumer benefit: \_\_\_\_\_  
Slogan/Pay off: \_\_\_\_\_  
Style of advertising: \_\_\_\_\_  
Country specific features : \_\_\_\_\_  
Notes: \_\_\_\_\_  
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