



# Design an advert

**SLO:** Students will be able to design and make an advertisement to promote a King salmon product from The New Zealand King Salmon Company.

## INTRODUCTION:

The New Zealand King Salmon Company produces a variety of products under the Regal and Southern Ocean brands including:

- hot smoked King salmon
- cold smoked King salmon slices
- fresh King salmon sides
- King salmon and potato cakes
- whole fresh King salmon

## WHAT YOU WILL NEED:

- Design an advert activity sheet – 1 per student
- Design an advert packaging sheet – 1 per student
- Salmon packaging samples
- Paper for a poster or cartoon
- Websites: YouTube, [www.regalsalmon.co.nz](http://www.regalsalmon.co.nz), [www.kingsalmon.co.nz](http://www.kingsalmon.co.nz)

## ONLINE VERSION:

[kingsalmon.co.nz/ed/activity20](http://kingsalmon.co.nz/ed/activity20)

## ACTIVITY:

Students will look at an existing product produced by The New Zealand King Salmon Company and create an advertisement of their choice to promote the product.



# PACKAGING SHEET

## Design an advert

Here is the range of products produced by The New Zealand King Salmon Company under the Regal and Southern Ocean brands.

Raised in the cool, deep waters of New Zealand's Marlborough Sounds, Regal Marlborough King Salmon has an incredible flavour, colour, texture and healthy Omega-3s. So when your customers purchase Regal Marlborough King Salmon you can be sure they're enjoying some of the best salmon in the world.

Our salmon is available in a wide variety of cuts and styles to suit every occasion. The range includes fresh whole salmon, fillets, cold smoked and wood roasted salmon.



### Cold Smoked Salmon

NEW!



Regal Cold Smoked Salmon Slices 50g 30263



Regal Twin Pack Cold Smoked Salmon Slices 100g 30253



Regal Twin Pack Cold Smoked Salmon 200g 30265



Regal Twin Pack Smoked Salmon Pastrami 200g 30225



Regal Cold Smoked Salmon Slices 500g 30039

### Fresh Salmon



Whole Salmon - Various Size Grades



Fresh Fillet - Skin on bone in or bone out

NEW!



Regal Ready to Roast Fillet Sweet Chilli, Lime & Mint Random Weight 05026



Regal Fresh Cuts Salmon Loins 250g 05357



Regal Fresh Cuts Salmon Stir Fry 275g 05359

### Other



Regal Smoked Salmon & Potato Cakes 120g 19009

### Wood Roasted Salmon



Regal Wood Roasted Portion Natural 200g 31503



Regal Wood Roasted Portion Mixed Pepper & Spices 200g 31501



Regal Wood Roasted Portion Lemon & Herb 200g 31541



Regal Wood Roasted Portion Sundried Tomato & Basil 200g 31543

NEW!



Regal Wood Roasted Portion Sweet Chilli, Lime & Mint 200g 31549



Regal Wood Roasted Nibbles Salsa 200g 32711



Regal Wood Roasted Fillet Natural 31021



Regal Wood Roasted Fillet Mixed Peppers & Spices 31019



Artisan Range



Regal Artisan Manuka Smoked Salmon Slices 100g 30153

The Regal Artisan Range is our salute to a traditional, more considered approach to crafting fine foods. We've taken the finest hand-selected New Zealand King Salmon, cured it with premium sea salt, and smoked it for several hours using native manuka wood chips. The result is salmon rich in aroma, vibrant in colour, and delicate on the palate.



Regal Artisan Manuka Smoked Salmon Slices 250g 30157



# ACTIVITY SHEET

## Design an advert

Look at the packaging sheet and packaging samples, then choose one product to promote. Have a look at the packaging for ideas on what you could use to promote the product. Think about the name, nutritional content, how it is produced, the environment in which it was grown and the price.

### **Include in your advertisement:**

1. Name of product.
2. Cost; how much you would sell this for.
3. Nutritional content, identify key points.
4. Environment in which it was grown.
5. Anything else you can think of that would make people want to buy your product.

### **You could:**

- Make a poster.
- Act out an advertisement.
- Film a TV or radio advertisement using a tablet or camera.

### **Extension:**

Create a new King salmon product and share the name, benefits and details with the class.