

Ketchup commercial with a celebrity

🔮 A2 Level

🔮 Duration: 1 hour

1

Warm-up

Look at the picture. What do you see here? Do you know this person? Where is he?



2

Pre-listening

Do you like eating out? Look through these sentences and divide them into two lists: advantages and disadvantages.

1. Fast-food restaurants typically offer limited choices.
2. Expensive compared to cooking at home.
3. No need to prepare meals or clean dishes afterwards.
4. Opportunity to experience new tastes.
5. Can save time on a busy schedule.
6. Variety of foods offered without shopping.
7. Restaurant help may be unprofessional.
8. Shared meals provide more opportunities for conversation.
9. Healthy options are often available in restaurants.
10. No control over what ingredients are used.

advantages

disadvantages

twee

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● Match the words with their definitions.

chandelier posh

fork painting

hostess fancy

classical sauces

waiter dining

- expensive and of high quality.
- a picture painted by an artist.
- a hanging light with branches for several lights.
- used to pick up food, consisting of a handle with two or more narrow points.
- a woman who greets guests at a party or dinner.
- relating to the best and most expensive type of something.
- liquids served with food, especially meat, to add flavour.
- a man whose job is to serve people in a restaurant.
- traditional and from an earlier period in history.

3

Listening

● Watch the video and answer the question: What is this commercial for?



<https://www.youtube.com/watch?v=keOaQm6RpBq>

● Look through the statements. Watch the video again and say what is true and what is false.

- The restaurant had chandeliers and paintings on the wall.
- The hostess asked if it was the first time dining with them.
- The waiter described the food as fancy.
- The food looked good.
- The waiter was screaming.
- The waiter was surprised when the guest took something out of his bag.
- The guest took out a fork from his bag.

● Read the extract from the video. Fill in the gaps.

there was something missing

the whole world came to a stop

reach into my bag

looked good

take out

You know the food _____(1),

I just thought _____(2).

So, I _____(3)

and I _____(4) the only thing that can complete me.

And at that point, _____(5).

● Now let's watch and check.

4

Speaking

- **Answer the questions: Do you like ketchup? What other sauces do you like?**
- **Let's think about other food that we can make a commercial for. What ideas do you have?**
- **Here is a list of facts about different kinds of food. Can you guess the food?**

chewing gum

hamburger

fizzy drink

chocolate bar

noodles

1. The average person drinks about 44 gallons of this each year.
2. McDonald's sells 75 of these every second.
3. In some cultures, they are eaten with chopsticks.
4. Adding marshmallows, nuts and other ingredients is a common way to make different flavors of this snack.
5. This snack has been around since ancient times.
6. In the U.S., the most popular form of this food is macaroni and cheese.
7. This helps improve focus and concentration.
8. The US consumed over 50 billion of this kind of food in 2011.
9. One 12-ounce can of this contains 40 to 50g of sugar.
10. The most popular flavor of this snack is mint.
11. This is the second most popular drink in the world, after water.
12. This food originated in Hamburg, Germany in the late 19th century.
13. The largest snack weighed 5,792 lbs and was made in Italy in 2017.
14. The average adult consumes 11.7 kg of this per year.
15. They have been part of Chinese culture for thousands of years.

- **What else do you know about these kinds of food?**

5

Homework

- **Now let's prepare your commercial. Choose a partner you want to work with.**
1. Choose the food you want to advertise. What makes it special? The facts from the lesson can help you.
 2. Prepare a script for your commercial. Use the phrases from the lesson.
 3. Choose a format. Do you want to make a poster, a presentation, a short video or maybe a podcast?

Correct answers

Pre-listening

Match the words with their definitions.

- | | |
|---------------|--------------|
| a. posh | e. hostess |
| b. painting | f. fancy |
| c. chandelier | g. sauces |
| d. fork | h. waiter |
| | i. classical |

Listening

Look through the statements. Watch the video again and say what is true and what is false. (for weaker students you can slow down the video to 0.75)

1. True
2. True
3. True
4. True
5. False (the waiter was screaming **through his eyes**)
6. True
7. False (the guest took out a **ketchup bottle**)

Read an extract from the video. Fill in the gaps.

1. looked good
2. there was something missing
3. reach into my bag
4. take out
5. the whole world came to a stop

Speaking

Here is a list of facts about different kinds of food. Can you guess the food?

- fizzy drink - 1, 9, 11
hamburger - 2, 8, 12
chewing gum - 5, 7, 10
chocolate bar - 4, 13, 14
noodles - 3, 6, 15