Advert Activity Worksheet

Your mission is to help the Happy Eggventurers defeat the Evil Oval Lord Vit D Deficiency by sharing the natural tasty goodness of eggs with the world. To do this you are going to create an advert that makes children want to eat more eggs.

EGGUCATIONAL EGG FACTS

Healthy eating adverts use facts to encourage the audience to eat more healthily. You could use some of our fun facts to get more children eating eggs. Don't forget the facts you also wrote down while you were reading Freda's comic eggventure! Circle the facts you want to use in your advert.

A LARGE EGG CONTAINS JUST 70 CALORIES AND 5 GRAMS OF FAT.

Hens can lay between 300 and 325 eggs a year.

Age matters! As a hen gets older she produces bigger eggs.

IT TAKES A HEN ABOUT 24 HOURS TO MAKE ONE EGG.

You can get almost all of your daily vitamin D by eating 2 large Happy Eggs.[2]

Eggs laid by younger hens will often have two yolks – some people believe they are lucky.

6.5 BILLION EGGS ARE EATEN EVERY YEAR.

HENS DESCEND FROM RED SOUTH ASIAN JUNGLE FOWL – THAT'S WHY THEY LIKE TREES SO MUCH.

Egg yolks are one of the few foods that are a naturally good source of vitamin D and Happy Eggs contain even more vitamin D than other eggs.[1]

EVERY EGG CONTAINS 8 VITAMINS AND 3 MINERALS.

Scientists have found that hens are one of the closest living relatives to dinosaurs.

VITAMIN D IS ALSO KNOWN AS THE SUNSHINE VITAMIN.

Different breeds of hen lay different colour eggs.

EGGS AGE MORE IN ONE DAY AT ROOM TEMPERATURE THAN IN ONE WEEK IN THE REFRIGERATOR.

Hens need vitamin D, just like humans.

1: 28% more per 100g.
2: Based on 2 average large eggs (68g per egg)

A natural source of goodness

the happy egg co.

EGGSELLENT SLOGANS

A slogan is a sentence that is used in an advert. It tells the audience what you want them to remember. It should be memorable and easy to understand.
the happy egg co.'s slogan is:

A NATURAL SOURCE OF GOODNESS

It tells everyone that the happy egg co.'s eggs are full of goodness that makes you feel good inside. This slogan would appeal to people who want to stay fit and healthy.

Come up with ideas for your own slogan here:

NOW YOU'RE READY TO PUT YOUR EGGUCATIONAL HEALTHY EGG FACTS TOGETHER WITH YOUR EGGSELLENT SLOGAN TO CREATE YOUR ADVERT!

A natural source of goodness

the happy egg co.