French 4/5 IB Wedding Brochure Project – Due December 6

You will create a brochure following the 7 steps listed in your textbook on page 13 to advertise your wedding business and to promote your wedding space. You work for a wedding business and have been tasked with writing a brochure that will be used to promote the wedding space (Le Salon du marriage). You must catch the attention of the reader and be convincing. Use a title, capital letters, and parts of the text underlined, etc. Don’t forget to give all the details and especially write in favor of marriage! You will need to turn in a hard copy of your completed brochure, but you may also submit an electronic version in google classroom if you wish.

Step 1 – Use the cover to your advantage by including a photo or an eye-catching graphic.

Step 2 – On the inside of the brochure, organize the text in several rubrics. (Do not use long paragraphs, but use short sentences and short paragraphs and present a list of key points.)

Step 3 – Point out the advantages of your product rather than simply presenting the characteristics.

Step 4 – Address the reader by using “vous” to establish a relationship with him.

Step 5 – Adapt the content of your brochure. (Stay brief.)

Step 6 – Use testimonies from satisfied customers. (Be sure to include the name and where they live so it doesn’t seem false.)

Step 7 – To finish the brochure, call the reader to take action. (Include contact details.)