

**Ages: 11+**

### **Activity:**

Brainstorm the word 'campaign' with the whole class. What do pupils think of when they hear the word? What does it mean to them? What do pupils' contributions tell us about the meaning of the word 'campaign'?

Share a dictionary definition of the word 'campaign'. The Oxford English Dictionary offers the following definition:

*Campaign (noun) an organized course of action for a particular purpose.*

Ask pupils to think of successful campaigns in the following categories:

- (a) Advertising campaign
- (b) Political campaign

Discuss what changes these campaigns were striving to make and what made these campaigns successful.

Can pupils think of any campaigns that were unsuccessful in achieving their desired goal?

What might have been the reasons for their failure?



72 million children are missing out on school