



Bicycle for sale

The Brompton is a bicycle which is safe, agile and fast, yet folds simply and quickly into an easily carried package. The frame is mainly made of steel, for strength and stiffness. It weighs, depending on the model, between 9 and 12½ kg. Countless owners use them on long journeys and for touring, and many people prefer the ride of a Brompton to that of conventional bicycles.



Design brief

Your task is to design and make a television advert for a Brompton bicycle. The advert must last no longer than two minutes. It should show potential customers why they would benefit from owning a Brompton bicycle.

What do you need to do?

1. Use the internet to research Brompton bicycles. Make a list of the key features of Brompton bicycles that potential customers might want to know.
2. Decide who your target customers might be. Who would gain most from having a Brompton bicycle? When might it be useful to own a folding bicycle? Where can the bicycles be ridden?
3. Write a script for the advert. Do you need a slogan? What will make the advert memorable?
4. Practise the advert. Check it takes no longer than two minutes.
5. Present the advert. If possible, record it.
6. As a class watch the adverts. Decide which ones are the most eye-catching and informative.
7. Select the best advert for a Brompton bicycle.

Suggested organisation

- Consider the design brief
- Group brainstorm
- Design the product
- Present ideas
- Evaluate: Does the product meet the design brief? What worked well? What could be improved?