

Name: _____

Date/Period: _____

Create Your Own Commercial

Directions: With a group of 2-5 students, you will create a commercial for the (school appropriate) product of your choice. The commercial must advertise the product and last between 30 and 60 seconds. The commercial may be for TV or the radio. **At least one of your group members must turn this rubric in with your final write-up.**

You may record your commercial outside of class and e-mail to Mrs. Peko or bring it in on a flash drive, or you and your group may perform the commercial live in class. **However, the commercial can NOT be brought in on a video tape.**

<u>Group Members:</u>
1.
2.
3.
4.
5.

RUBRIC:

Creativity/Neatness: 2 points

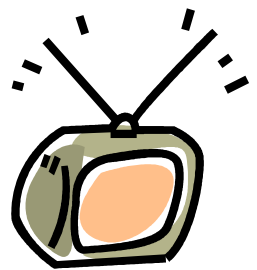
Professionalism: 2 points

Preparation: 2 points

Persuasive technique used: 2 points

Length between 30-60 seconds: 2 points

Explanation write-up: 10 points



Questions for Analyzing Your Commercial

Directions: Typed out on a separate piece of paper, answer the following questions about the commercial that you and your group created. You may submit one paper for your group as long as all group members' names are on it. On your typed paper, you may number your answers to the questions.

1. To which specific target audience is the advertisement trying to sell the product?
2. What common persuasive technique (bandwagon, plain folks, testimonial, emotional appeal, snob appeal) was used in this ad? *Explain.*
3. On what TV channel (or radio station) would this commercial appear (or play on)? What are the demographics of that channel (or station)?
4. How authentic (true to life) does the message seem? Why?
5. Who was responsible for what in your commercial? (Actor, director, concept, script writer, paper writer, etc.?)