

ENGLISH 11 - MARKETING A PRODUCT THROUGH COMMERCIALS

Purpose of this assignment: To show your knowledge of the following:

- a. Use of ethos, pathos and logos in advertising
- b. Use of persuasive techniques in advertising
- c. Advantages and disadvantages of various media
- d. Experience in presentation

For your project you may have as many as three group members. NO EXCEPTIONS!

Your group will:

- a. Design an ad campaign for an original product or a public service safety announcement.

In this campaign you must identify:

1. The target demographics (audience) of this product.
 2. A slogan for your campaign - a short and striking (catches your attention) or memorable phrase
- b. Complete the Planning Your Advertisements page from the handout.
 - c. Plan a commercial for your product using the storyboard planner.
 - d. Create a storyboard on poster board or on a computer program such as Keynote, PowerPoint, Prezi, etc.
 - e. Create a **script for explaining the various techniques** of the commercial if you were trying to sell it to a company. Be sure to identify your **audience** and the **purpose** of each frame.

REMEMBER: The script is not what is being said on the screen frame by frame, but what you are trying to accomplish with each frame.

- f. In order to achieve an A on this project, you must actually create the commercial/public service safety announcement and present it to a small audience.

PLANNING YOUR ADVERTISEMENT OR PUBLIC SERVICE SAFETY ANNOUNCEMENT

1. Within your group, create a product you would like to promote or public safety issue you would like to address.

2. Pool your ideas on how to promote this product or address this issue and come up with:
 - a. a slogan - a short and striking (catches your attention) or memorable phrase
 - b. a brand name (only for advertisement of product)
 - c. advertising or awareness ideas

3. Create a storyboard for a 10-frame television commercial.

4. Present your storyboard twice to two small groups as if they were the company you are trying to sell the commercial to. For your presentation you will need a storyboard/screen large enough for them to view as well as a scripted presentation which:
 - a. Identifies your product/safety issue
 - b. Explains the purpose of each of your cells from the storyboard in terms of what emotion or effect they are intended to have and how each cell does that. Remember that you can use all sorts of persuasive methods from the handouts.

5. Create your commercial or public safety announcement in video form.

