

Commercial Time

MATERIALS:

- Any object from the classroom



DESCRIPTION:

In a limited amount of time, students work together to create a commercial.

DIRECTIONS:

- Students are put into small groups and complete worksheet (next page)
- Groups work for to prepare a 15 second commercial for the object that was chosen for them.
- Groups present their commercials to the class.

Directions: Select any object in this classroom and create a sales pitch to try to persuade people to buy it.

1. Describe your product. Why would someone want to buy it? How it will benefit your customer?
2. Who is your target demographic (What kind of person would want to buy this product? Include things like age range, occupation, etc.)
3. How will you appeal to this demographic? How will you relate to them/convince them that your product is necessary?
4. Write a summary of your commercial.