

CREATE YOUR OWN COMMERCIAL

Directions: You work for an ice cream company. It's your job to sell the new product: spinach ice cream, **carrot ice cream**, or broccoli ice cream! Hurry, one million gallons will be sent out to the stores next week!

Use this brainstorming sheet to help you think of ideas. When it is completed, please show me and then you are ready to use iMovie (create a trailer).

1. You need an appealing name for the product.
What will you call it?

2. To help people remember your product, write a slogan for it. This **MUST** be used in your commercial.

3. What words will you use in your commercial to convince people to buy this product?



4. You must use any 3 of the following (please circle which ones you used in your commercial):

*appeal to emotions

*avant-garde

*brand loyalty

*glittering generality

*health and wellness

*patriotism

*reward

*scientific

*senses

*celebrity endorsement

*wit and humor

*bandwagon

5. You will use pictures, words, and anything else that will capture your audience's attention and make them want to buy the product. You may create a jingle and include it in your commercial.