

Commercial planning and production worksheet

Name of Group Members: _____

Definition of a commercial: *A media message used to persuade an audience to purchase a good or service.*

Components of a commercial:

1. Establish a problem
2. Solve the problem (with your product/service)
3. Show off the product/service (packaging)
4. Call to action (motivate audience to purchase)

Step 1: Planning stage

1. Who is your audience? Ex. Children, Teens, Parents, Senior Citizens.
2. What Language of Persuasion is used:
3. Develop product: the good or service to be sold.
4. Research the topic:
 - Complete (4) deconstruction worksheets.
 - View previous student commercials.
 - View other commercials for products similar to yours.
Make a list of the ideas you acquire from this:

Step 2: Productions stage

5. Who are the actors?
6. What props will you be using?
7. Describe the costumes you are using?
8. Where are the locations where you will be filming?
9. List the persuasive words and claims you will be using.

Examples:

Persuasive Words- Urgent, Improved, New, Save, Sale, Free, Value, Hurry, Updated, Last Chance, #1 Choice, BOGO, Easy Installments, Buy now and save.

Advertising Claims- Secret ingredient, fortified, all natural, and scientific results.

10. Provide an outline of script on back of this paper (or attach a word document):