

Creative Commercials

In the world of advertising, it is important to capture the imagination of those who are potential customers for a product. If consumers buy into the idea of a specific brand they are more likely to be loyal customers.

Your group must choose a product and target audience and decided how you will capture the imagination of your potential customers through a short commercial.

Grading will be based on the following criteria.

How well did you work with group members, divide up tasks, agree on ideas, solve problems.

Did you use the time given for the project effectively. Follow the plan you laid out for the group and commercial in the beginning or did you waste time.

Final Product: Does the commercial capture the imagination on the intended audience. Is it well thought out and put together or is it unclear and choppy in parts or incomplete. Commercial may be no longer than two minutes max. It may be shorter but must be at least one minute.

The Final project is due on Tues. April 20th.

If you want to work on your project after school please schedule time with be ahead of time so that I can be available after school.