

1. Write an original commercial.
2. Your commercial should be memorized.
3. You may use a jingle (catchy phrase sung or put to music) or slogan (catchy phrase) or both.
4. Have the actual product with you and use during your speech.
5. You may use any other type of visual aid to help sell the product.
6. Appeal to emotion, logic or both to sell your product.
7. Use vocal energy, appropriate movement and good eye contact to sell your product.
8. The commercial should be between 30 and 60 seconds.
9. Turn in your outline.

HOW TO WRITE AN ADVERTISEMENT:

1. Tailor it to your audience.
2. Begin with an attention-grabbing headline!
3. Don't start with a question. Find a creative way to tell people that you have what they need without asking an obvious question.
4. Use a bridge – move from shocking/emotional headline to something substantive – tell the consumer what need your product can fill. Touch on the major benefits your product will bring the consumer. The bridge should contain your strongest selling points.
5. Create desire for your product: you can use nostalgia, fear, aspirations, etc.
6. Make sure you mention the name of your product!
7. Tell them how to get your product. Tell your audience exactly what to do next; make it easy for them.

TIPS: Use specific language. Do not be vague. You only have a short time before you lose the audience's attention.

Consider using testimonials or graphics.

Use imperatives language, but watch out for appearing too aggressive.

Topic Suggestions

Shampoo	Bug Spray
Toothpaste	Ad Blocker
Cereal	Diapers
Deodorant	Phone app
Fast food restaurant	Pillow
Dog Food	Athletic shoe
Pain Reliever	Exercise Program

