

Group Names: \_\_\_\_\_ Hour: \_\_\_\_\_

### TV Commercial Project

**Assignment:** (35 points) Please take the time to carefully brainstorm and plan out your commercial. The more specific while planning it, the stronger your performance will be.

1. What is the object(s) you will be selling in your commercial?

\_\_\_\_\_

2. Describe three ideas you have for selling your object:

a. \_\_\_\_\_

\_\_\_\_\_

b. \_\_\_\_\_

\_\_\_\_\_

c. \_\_\_\_\_

\_\_\_\_\_

3. Choose one idea from above and describe why you chose that idea:

\_\_\_\_\_

\_\_\_\_\_

4. What is special, unique, or different about this object? Why would people want to buy your product over similar products?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

5. What tactics and/or selling techniques will you use to sell your product?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

6. Describe the characters in your commercial:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

7. How will you stage this commercial presentation?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_