

Creating Your Commercial

Media Literacy





Focus Question Responses

What did your focus group questions reveal?

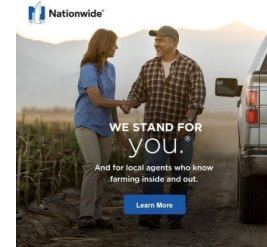
Are there any changes you need to make to the product or service?

Think about the Pepsi commercial we observed.



Determine Your Strategies

1. Bandwagon
2. Card Stacking
3. Glittering Generalities
4. Name-Calling
5. Plain-folk Appeal
6. Testimonial
7. Sex Appeal
8. Humor
9. Repetition





Write a Script!

Short, entertaining, to the point!

Remember you only have 30-45 seconds to get your point across!

Examples: <https://www.voices.com/documents/secure/voices.com-commercial-scripts-for-radio-and-television-ads.pdf>



Script Example

Item	Description
Gender	2 females and one male (optional)
Length	:30
Target Demographic	Mothers with children who need reliable sitters
Character / Narrator	Mom (Jane), friend (Louise) and an announcer
Vocal Direction	Tired, frustrated, air of calm after finding solution
Suggested Music	Busy, stressed, reflecting the mother's schedule
Suggest Sound Effects	Pen jotting down notes, faraway sound for internal monologues, phone ringing, telephone recording effects for Louise's voice

Mother Goose's Nannies

Health & Medicine

Jane: (Writing in journal) I'm just like any other mom. My kids are a handful, my husband works shifts and I have no time to myself. I wonder, could time grow on trees? (phone rings, mother stops writing in journal to answer) Hello?

Louise: Hi Jane, do you have a couple of hours to spare this afternoon?

Jane: I wish I did, but it would appear that I'm stranded. My usual sitter is on a date and there's no one else in the neighborhood to watch my kids.

Louise: Have you heard of Mother Goose's Nannies and Sitters? I was stuck once last month and my sister referred them to me. What a lifesaver! Call them at 555-5555.

Jane: Thanks Lou, I'll give them a shout. Maybe we'll get out today after all.

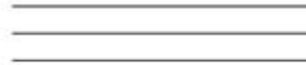
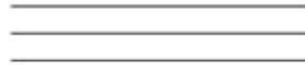
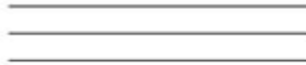
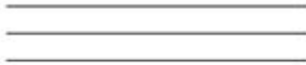
Anncr: Mother Goose's Nannie and Sitters - More than just your average babysitters.



Storyboard It!

Name: _____ Name: _____

Company Name: _____



Storyboard it!

'How to Film' storyboard part 1



1. Wide shot of both Sarah and Callum illustrating where they are and what the film is about
Props: Megaphone, Camera board



2. Close-up of Sarah speaking directly to camera

Script: Sarah
'One thing you must remember...'



3. Low angle camera pointing up at Callum

Props: Mustache, Airtouch
Script: Callum
'Oops! Sarah is right...'



4. Close up of Sarah holding photograph



5. Camera zooms out to a wide shot showing Sarah speaking about using photographs to plan your storyboard.



6. Over shoulder shot of Callum pointing to drawings of different shots that you could try filming.



Commercial Work Day

Create a rough outline.

Select Strategies (please choose at least one).

Write Script (Use [link](#) for examples).

Complete Storyboard.

Remember your commercial should be 30-45 seconds!