Commercial Advertisement

Economics

Directions: First, get into groups of **3-4**. **EVERYONE** must get into groups of 3-4. Within your group, you will be assigned a product that has often proved difficult to market or advertise. Your group will have to decide what techniques you will use to market your product, and how you will encourage your particular demographic to purchase your product. Each of these products has a particular demographic associated with it. You will have to decide how to properly market your product to this demographic. Today, you will be focusing on your “rough draft” of the commercial that we will shoot next week.

Demographic:

Techniques used and why you chose them:

Rough Sketch: For you commercial, you will need to create a storyboard of how your commercial will look. I will provide you with examples of storyboards.

Storyboards: Breakdown and draw out each scene of your commercial here. You may use the back as well if necessary.