**Mr. Wilkens’ Persuasive Commercial Assignment**

*Goal: Each (2-3 person) group will come-up with its own item to sell (teacher approval needed) and will create a 60-90 second spot that effectively uses a persuasive technique that we studied.*

Your commercial will center on one of the following persuasive techniques:

**Bandwagon**

Description: You are urged to do or believe something because everyone else does.

Example: Be where the action is. Shop at Hang-out Mall.

**Testimonial**

Description: Famous people endorse a product or idea.

Example: I'm professional football player Marcus Browning, and I use Wash Out window cleaner.

**Emotional Appeal**

Description: Words or images that appeal to the audience's emotions are used. The appeal may be a positive emotions, such as desire for success, or to negative ones, such as fear.

Example: What would you do if all your possessions were lost in a fire? Get the Save-All fireproof safe and protect your valuables.

**Plain Folks**

Description: Ordinary people sell a message. You are to believe that because these people are like you, they can be trusted

Example: As a construction worker, I often get headaches on the job. That's why I use PainAway aspirin.

**Snob Appeal**

Description: This technique suggests that you can be like the expensively dressed, perfectly shaped people who use this product.

Example: I accept only the best, and that's why I buy Aloft perfume.

**Total Points Possible: 30 Major Assignment Points. Point Breakdown is as follows:**

- Upload movie onto youtube.com (title commercial by: teacher name/period/commercial name):

1 2 3 4 5

- Commercial Script/Shot Sheet

1 2 3 4 5

- One Page Summary Describing Commercial (product, script, persuasive techniques, roles, etc.)

1 2 3 4 5

- Presentation (voice/elocution/eye-contact/teamwork/body language)

1 2 3 4 5

- Overall Commercial Quality/Persuasiveness

1 2 3 4 5 6 7 8 9 10

**\*\*\* Commercial Script and Summary must be typed!!!**

**Example Commercial Script**