



Name

Creating a Commercial

Alright, it's time to put on your ad-man hat. Everybody that creates commercials has to think about these X things to make sure that people pay attention. After all, there are a million commercials out there competing for your limited attention.

_____ Title: Choose a title for your commercial.

_____ Audience: who are you trying to persuade? Are they young or old, rich or poor? Why are they interested in the Chesapeake Bay?

_____ Product: What or where are you trying to sell? List 5 things that you think would bring people to the region and why. You will use these in your commercial. Keep in mind, you do not need to "sell" *all* of these items. You may want to concentrate on one or two depending on who your audience is.

- 1.
- 2.
- 3.
- 4.
- 5.

_____ Setting: Think about the commercials you have seen. Some are filmed in many different places, while some are filmed in only one place. Where will your commercial take place? What images and backgrounds would you need?

_____ Cast: Who will be in your commercial?

_____ Script: What will be said in your commercial? Will it just have a narrator? Below each of the scenes on your storyboard write a short script or description of what is taking place. You may use the back of the paper if you need more space.