Students need to think like advertisers

When I speak to teachers about advertising, I encourage them to get their students to think as if THEY were advertisers. If you are going to promote a product, then you must know:

• who is my audience?

• what are the best ways to reach them?

• what techniques will I use to get and hold their attention?

• what celebrity or high profile event can I associate with?

• what television programs & websites does my audience follow closely?

• what do I want them to know about my product?

• how can I get them to make a purchase?

Will your commercial be funny, serious, dramatic? You will create a 30-60 second commercial that will air during the Super Bowl. You will type a script, record on the iPad, create a visual aide, and have multiple people in the video (unless you choose to play multiple characters).