

Infomercial Project

For this project, you and a partner are creating an infomercial to advertise a product you have just invented. You are pitching this innovative product to a team of judges as on the hit TV series *Dragon's Den* or *Shark Tank*.

You and your partner must design your product using the materials provided by Ms. Bartell. She will explain the additional requirements for your product design. **The product should be realistic, useful, and innovative.**

Project Components

You and your partner will need to work collaboratively to complete ALL of the following tasks:

1. A script for your infomercial
2. A written rationale outlining your use of persuasive techniques
3. Your infomercial, as a video
4. A poster for your product on A4 paper

1. Script

Due date: _____

Your script shows everything you and your partner will say during your infomercial. You should be drafting your script BEFORE filming your video in order to make sure you have included persuasive techniques.

- Must be typed
- Both partners must have equal speaking roles
- Must include at least 6 examples of persuasion from at least 4 *different* persuasive techniques from the list I gave you
- **Highlight** or underline, AND correctly label all of the persuasive techniques you use

See script template on course website.

2. Rationale

Due date: _____

Write a rationale that expands on the choices you have made in your infomercial.

- Explain why you used each type of persuasive technique and the effect you want it to have on the audience.
- Explain any other kinds of persuasion you used in your video (ex. music, visuals, tone of voice, product demonstrations, et cetera).
- Should be about 300 words (2 paragraphs)

3. Infomercial Video

Due date: _____

Film and edit an infomercial that showcases your new product. Be as persuasive as you can! See the following requirements:

- Minimum 4 minutes, maximum 5 minutes
- Include English subtitles, as well as footnotes to label the different advertising techniques you have used in your infomercial
- You and your partner must have equal speaking roles AND both appear in the video for most of the time (you can't have voiceovers for the entire video)
- You may choose to also include other actors and testimonials, as long as you and your partner are in most of the video
- Describe the materials used to create your product (at least 2 adjectives per item); you may be imaginative with the material descriptions
- Include in the video your creative name for your product, your slogan, and your logo
- Include information on how to buy the product (at the end of the video) and why it is valuable
- Be prepared to answer a few questions after your video.
- **Your video must play on a Windows computer! Bring your video on a USB drive and test your video using VLC player. Or, upload to youku.com or tudou.com and provide both Ms. Lowe and Ms. Bartell the website.**

4. Poster

Due date: _____

- A4 Paper
- Includes slogan, logo, and name of product
- Poster can be made on the computer or drawn by hand, but ZERO points if copying an image already found on an existing product
- Introduce the poster to SPC class the class BEFORE showing the video

(See "Wendy's" example on the left)



Where's the beef?

From Ms. Bartell:

1st: Create a Product (Use AT LEAST 8 pieces of "happy trash" TOTAL

- 11E: 6 pieces must be from Bartell's HAPPY TRASH + 2 pieces (or more) can be from your own HAPPY TRASH = 8 (or more)

2nd: Name your product: Create a cool name: Put on poster

- Name all the pieces in your product (Using 2 adjectives to describe each piece)

3rd: Create a slogan: Put on poster

4th: Make a LOGO: Put on poster

5th: Prepare an infomercial. EVERYONE must speak in your group using English and acting in some way. See instructions above. Market your product to us. Use persuasive techniques

6th: Make a POSTER: See instructions above

Answer questions: Where/Who/Why/What/When/How

Be CrEaTiVe & Use your ImAgInAtIoN! 😊