

# ADVERTISING CAMPAIGN- Creating a television commercial



## Plan your commercial

- What is the name of your product?
- Where does it take place?
- When does it take place?
- Who is in the commercial? (How many people? What types of people?)

## Who will be your product spokesperson?

sex	female	male
age	baby / toddler: 0-4 child / kid: 5-10 teenager / adolescent 11-20	adult 21-40 middle-aged 41-60 senior > 60
size	short tall average height	skinny chubby overweight
eyes	blue green brown	black big small
hair	blonde red brown grey white long	short shoulder-length curly wavy straight bald
distinguishing features	freckles mole wrinkles scar pimples	tattoo earrings piercing beard mustache other?:
style	elegant athletic casual goth hipster	seductive professional alternative punk trendy old-fashioned

What happens in the commercial?

What is the product slogan? What does it mean?

# ADVERTISING CAMPAIGN- Stereotypes



For which product would this person be a good spokesperson?

I think this person would be a good spokesperson for

because the people who like this type of product are

## Who would be a good fit for product spokesperson?

sex	female	male
age	baby / toddler: 0-4 child / kid: 5-10 teenager / adolescent 11-20	adult 21-40 middle-aged 41-60 senior > 60
size	short tall average height	skinny chubby overweight
eyes	blue green brown	black big small
hair	blonde red brown grey white long	short shoulder-length curly wavy straight bald
distinguishing features	freckles mole wrinkles scar pimples	tattoo earrings piercing beard mustache other?:
style	elegant athletic casual goth hipster	seductive professional alternative punk trendy old-fashioned

and

but they aren't

They like

but they don't like