



## Project: English through Advertising

*Due: February 8th*

For our persuasive unit, we will be exploring English through the medium of advertising. Every day we are surrounded by advertisements whether they are on TV in between scenes of our favorite shows, in magazines, on billboards or while browsing the internet.

Commercials and advertisements use English in an unique, concise way. The goal is to make people (consumers) want to buy your product. The challenge is that you only have a minute to convince them to buy it!

*There are four main parts to this project:*

1. Invent a fabulous new product (or improve upon an existing product) and complete the Product Info Sheet.
2. Design and assemble your sample product (you may either use the computer or recycled materials).
3. Write a formal marketing proposal explaining why your product should be funded and how it will be advertised. (Hint: "Shark Tank")
4. Write, practice and present your commercial/infomercial. If you prefer, you may film the commercial and show it in class.

Although you will have some class time to design and write, much of your project will need to be completed at home.

Name:

Date:

**Project: English through Advertising**  
**Product Info Sheet**

1. Invent a fabulous new product (or improve upon an existing product).
2. Fill out the chart below with some basic info about your product.
3. Then, using a box, container or other object, create packaging with graphics and words to sell your product.

-What is your product? Name it and explain it briefly.
-How much will it cost to consumers?
-Where will you sell it?
-What will the product and packaging look like?
Target market (Who is your intended audience?)

-How will you advertise it?

Come up with a creative slogan (Hint: it should be short and memorable).

Explain how your product is useful and innovative.

Name:

Date:

## Product and Promotion Project Rubric



- Completed Product Info Sheet \_\_\_\_\_ 10 pts.
- Content \_\_\_\_\_ 10 pts.
  - Creative slogan
  - Original name
  - Creative packaging
  - Usefulness/level of innovation of product
- Formal Written Marketing Proposal
  - Written persuasively
  - Approximately 1.5 pages, double spaced \_\_\_\_\_ 15 pts.
- Creativity, Neatness, and Overall Appearance of Sample Product \_\_\_\_\_ 15 pts.
- Presentation of Commercial or Infomercial \_\_\_\_\_ 15 pts.
  - Creative
  - Well-rehearsed
  - Voice projection
- Grammar, Spelling, Mechanics \_\_\_\_\_ 5 pts.

**TOTAL POINTS POSSIBLE:** \_\_\_\_\_ **70 PTS.**

**\*\*\*REMEMBER:** All projects are due on February 8th. You may either film your commercial/infomercial at home and bring it in OR you can present it during class.