

INFORMERCIAL

Time to present your sweet to Mr. Wonka! To do so, you will have to create an infomercial about your sweet to persuade Willy Wonka to hire you as his new inventor. Infomercials are long commercial segments persuading consumers to buy a special product. Usually, those commercials try to sell everything from jewelry, to pans, to training equipment. Here are a few examples:

<https://www.youtube.com/watch?v=9Knxprg5PAc>

This advertisement should be no longer than 2-3 minutes. It should demonstrate hypothetically what the candy can do for the consumer. To do your infomercial you will need:

- YOUR PRODUCT & LOGO
- AN ENTHUSIASTIC SPOKESPERSON
- A SET
- A SCRIPT
- A SLOGAN
- A DESCRIPTION OF THE CANDY
- A DEMONSTRATION OF ITS FUNCTION
- A VERY LOW PRICE
- HOW CONSUMERS CAN ORDER

(Optional) You can also include:

- TESTIMONIALS
- EXPERTS ADVICE

If you want, you can have a look at this video made by students on how to create your very own infomercial.

<https://www.youtube.com/watch?v=5foeNKZ3dyk>

