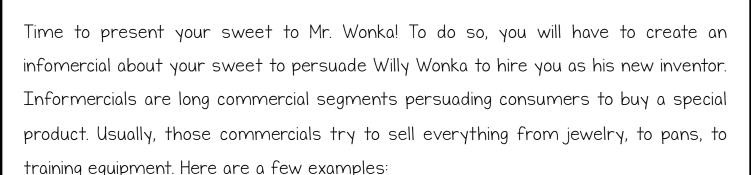


## Informercial



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 you infomercial you will need:

- O YOUR PROduct & LOGO
- o An enthusiastic spokesperson
- o A \$\text{SQ}\tag{}
- o A SCRIPŁ

- a SLOGAN
- o A description of the candy
- o A demonstration of its function
- o A VERY LOW PRICE
- O HOW CONSUMERS CAN ORDER

(Optional) You can also include:

- o Testimonials
- o EXPERIS advice

If you want, you can have a look at this video made by students on how to create your very own informercial. https://www.youtube.com/watch?v=5foeNKZ3dyk





Created by Marie-Camille Lepage Greated by Marie-Camille Broated Broat

## Persuade others

You will have the chance to present your informercial to the class. They will have the task to vote for the best informercial in the class. The student with the most votes will be selecting as Willy Wonka's new sweet inventor.





