Winter Business Commercial: The Script

Imagine you are a business person. Imagine you love winter. (Who doesn’t, right?) Now imagine combining those two passions. For this assignment, you must conceive a winter-themed business. It can be a product (an article or substance) or a service (helping or doing work for someone).

You will be creating a 30-second television commercial (advertisement) for your business, starting with a script. Your script must include the following:

* Your company’s name
* Description of your product/service
* Your company’s slogan
* One of the advertising techniques we examined in class (testimonial, claim, endorsement, call to action, humor, etc.)
* Writing that grabs a viewer’s attention

Write your script in Word with a heading and save into your desktop folder as “winter biz script”. Print and turn in.