Commercial Script

You have been hired to write a script for a 30-second television commercial. Your ad will promote a product that you invent. It can contain elements of existing products but will otherwise be original. Your script must be effectively written. It should make your product appeal to consumers by using any number of advertising techniques – call to action, association, fear appeal, humor, hype, sense appeal – and by making it clear what the product is for and how it works. Make sure that it doesn’t take more than 30 seconds to read and isn’t less than 28 seconds.

Format: 24 point Calibri, double spaced

Examples:

A holographic phone, a robot butler, 3-D contact lenses, a levitating bike, etc.