

Name: \_\_\_\_\_ Date: \_\_\_\_\_

## WRITE A FRAUDULENT COMMERCIAL

You may have seen fraudulent commercials on television. Now, here's your chance to create one. Make up a fraudulent or fake health product, medicine, or machine, and then create a television commercial to sell it. You don't have to be too serious. You might want to make up a product that is so silly that no one would consider buying it. The purpose of this assignment is to gain a better understanding of commercials and the tactics advertisers use in order to get people to buy their products.

Answer the following questions before you write your commercial.

1. What is the name of the product? \_\_\_\_\_
2. What is the purpose of the product? \_\_\_\_\_
3. How is the product used? \_\_\_\_\_  
\_\_\_\_\_
4. What is the cost of the product? \_\_\_\_\_
5. How was the product discovered or invented? \_\_\_\_\_  
\_\_\_\_\_
6. How do the customers get the product? \_\_\_\_\_  
\_\_\_\_\_
7. What advertising tactics will you use in your commercial? Here is a list of some of the tactics, sometimes called "appeals," that advertisers sometimes use.
  - This product will make you feel younger, look more attractive, or be smarter or stronger.
  - This product will make you healthy and live longer.
  - This product will make your life more interesting.
  - This product is being used by millions of people, some of them famous.
  - Smart, attractive, or mature people use this product.
  - This product is fun to use or makes you happy.
  - This product will solve all of your problems.
  - If you don't use this product, terrible things will happen.

List the tactics or appeals you intend to use: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Use the form on the next page to create your commercial. The left side of the form is for the video, or what the audience will see during the commercial. The right side of the form is for the audio. The audio is the sound or narration the audience will hear during the commercial. You may need to make a copy of the form if you have more information to include. When you are finished, you may want to get a video camera and tape the commercial to be shown in class.