



# Creating a Commercial



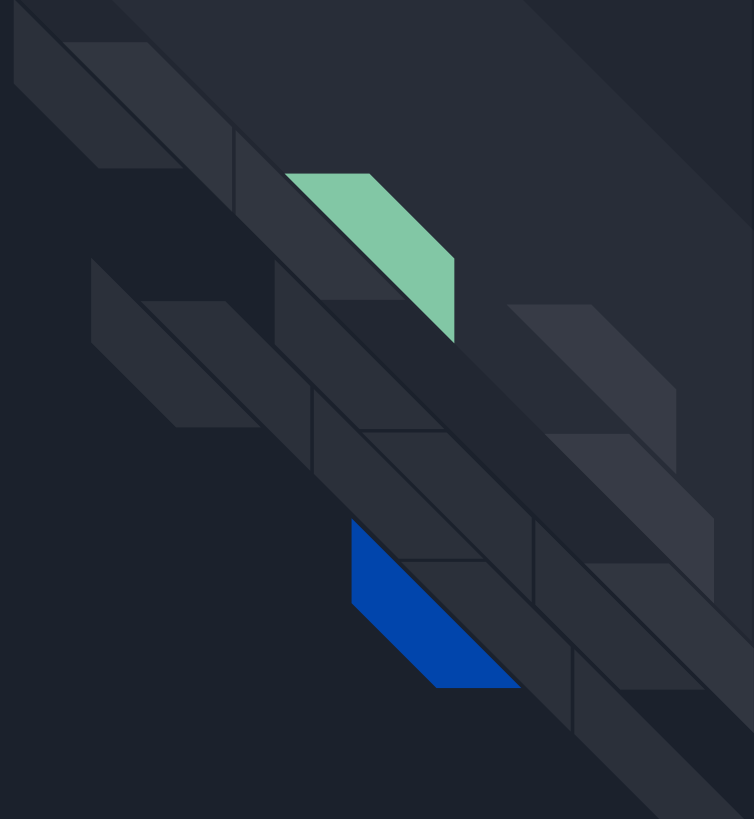
# Make a list of what groups you belong to and/or care about.


*My example:*

- Vegetarians
- Dog owners
- Book readers
- Soccer fans
- Teachers
- Students
- Service industry workers
- LGBTQ youth

Pick **one** group to work with for this activity.

They are going to be your “customers.” (You don’t have to use this group for your final project.)





# What are some problems that make everyday life more difficult for that group?

*My example:*


- **Vegetarians:** finding vegetarian options that taste good and are filling when I travel outside of Portland
- **Dog owners:** my dog barking when she hears other dogs in the building barking



# What do you want to help this group do?

*My example:*

- I want to help vegetarians find more options to eat at restaurants.
- I want to help dog owners manage their dog's unwanted barking.



# Reverse thinking: what's an idea that would *NOT* help solve this problem?

*My example:*

- **Vegetarians:** An app that identifies the best butcher shops in the area.
- **Dog owners:** A device that rewards a dog with a treat every time they bark.



**Write a one sentence summary of what happens in your commercial.**

(You don't need to include or know all the details yet)

*My example:*

A **vegetarian** eating boring food scrolls through a new app to find a restaurant and gets to eat a delicious veggie meal.



# SEQUENCING

FIRST

NEXT

THEN

LAST





# SEQUENCING: start with First/Last

**FIRST:** A woman sits at her kitchen table sadly eating a single raw piece of broccoli while looking at her phone.

NEXT

THEN

**LAST:** The woman licks her plate clean at a restaurant as the app's logo and tagline appear on-screen.



# SEQUENCING: fill in Next/Then

**FIRST:** A woman sits at her kitchen table sadly eating a single raw piece of broccoli while looking at her phone.

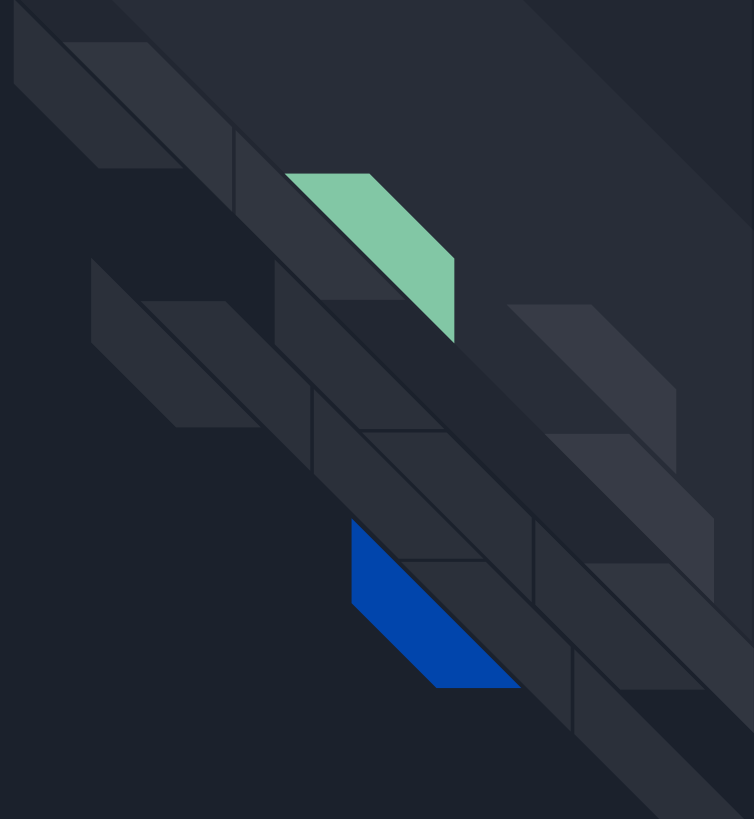
**NEXT:** The woman's face lights up as she clicks on a new app that highlights vegetarian restaurants.

**THEN:** The woman enters a restaurant and watches in awe as plate after plate of vegetarian food arrive at tables.

**LAST:** The woman licks her plate clean at a restaurant as the app's logo and tagline appear on-screen.

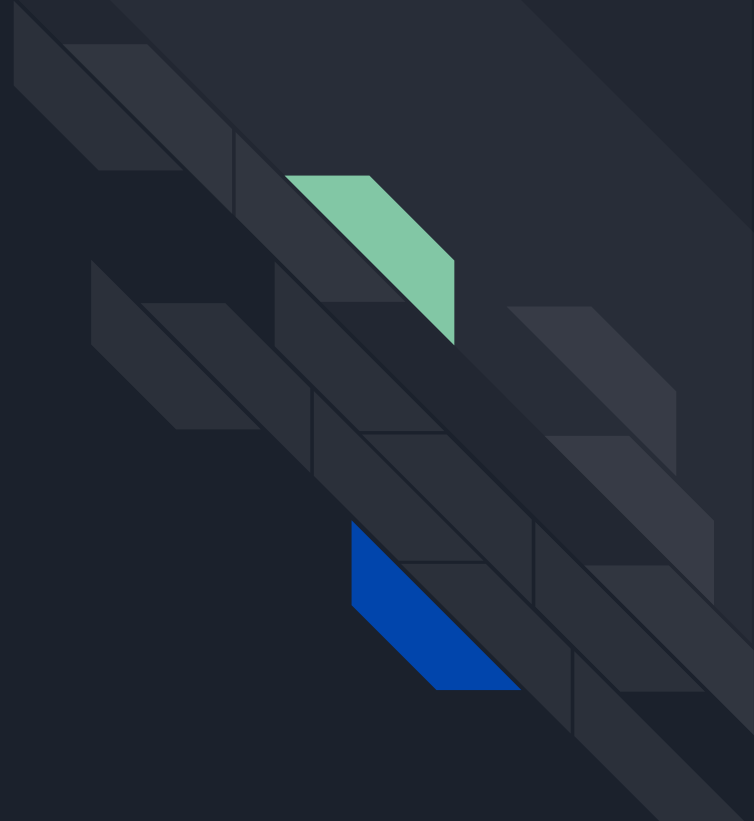
## TESTIMONIALS:

recommendations from  
satisfied customers that  
affirm the value of the  
product



## Some testimonial types:

- Filmed customer statements
- Text or voiceover of customer quotes
- Positive reviews (like stars on Yelp)

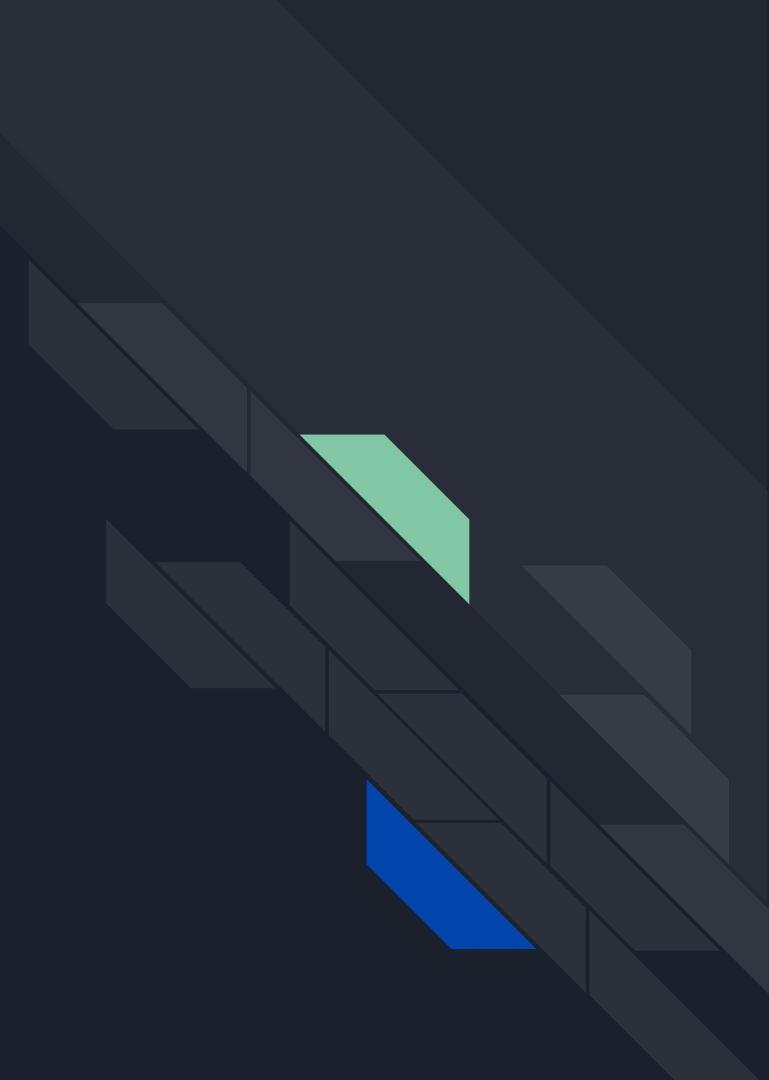


What do you want  
people to say about your  
product?



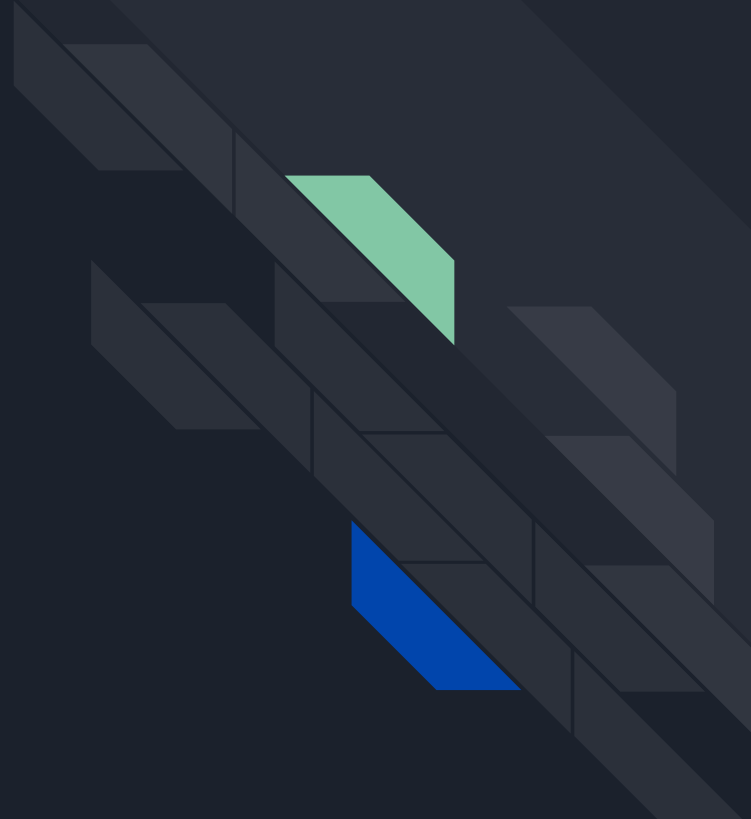
What do you want  
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List-making time!



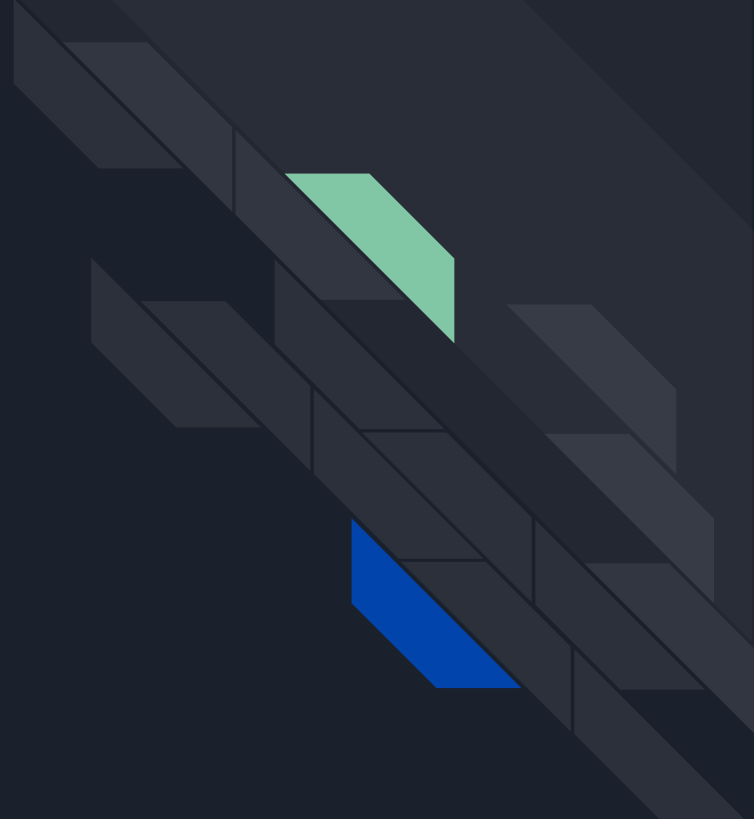
Pick one **descriptor** from assignment 6.1 and create a customer quote using it.

Example: “This product was so **easy to use** - I just clipped it around my dog’s neck and was good to go!”



Pick one **element** that you want to highlight about your product and create a customer quote using it.

Example: “Solved my dog’s barking problem **without punishing** her!”







# What format do you want your testimonials to take?

Filmed customer?

Voiceover of customer comment?

Text of customer comment on-screen?

# When do you want your testimonials to feature in your commercial?

Integrated into a story?

After a demonstration of the product's features?

As a final moment?