# Youtube Commercial

(100 Points)

## Learning Targets

Students will be able to:

- Select a commercial topic of their choice
- Develop a script and use a video editing app such as iMovie, Kinemaster, PowerDirector, or In-shot to edit the commercial.
- Utilize multimedia such as sound, video, effects to create an effective commercial
- Upload their commercial to YouTube as unlisted and email a link to the teacher.

## Classwork:

In a group of 3, you will develop a commercial using your phones. This commercial will last 1-2 minutes. You will use a video editing app such as iMovie, Kinemaster, PowerDirector, or In-shot to edit the commercial. Select ONE of the commercial themes below and begin writing a script on what will happen in your commercial. When you are ready, start filming!

<table>
<thead>
<tr>
<th>School Commercial</th>
<th>Create a commercial about your school and why students should enroll in it. Talk about the classes, lunch, sports, clubs, events, activities, teachers, students,</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><a href="https://www.youtube.com/watch?v=e6SJzFe2Rn0">https://www.youtube.com/watch?v=e6SJzFe2Rn0</a></td>
</tr>
<tr>
<td>Product Advertisement</td>
<td>Create your own commercial for a product of your choice. For example: shoes, makeup, clothes, Phone, Headphones, car, a drink, purse, backpack, a watch) Explain why it is worth buying!</td>
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<td><a href="https://www.youtube.com/watch?v=J25EMez52Qc">https://www.youtube.com/watch?v=J25EMez52Qc</a></td>
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</table>
Requirements

Commercial must:
➢ Be 1-2 minutes long
➢ Be filmed in at least 3 different locations
➢ Include dialogue, facts, information and a message
➢ Each group member must be in the video somehow.
➢ Be uploaded to YouTube as Unlisted NOT Public
➢ Link is submitted in the Google Form below
➢ Have clear audio sound
➢ Be creative!

Answer these questions before you begin filming?

What is your commercial topic? What are you advertising?__________________

Who is your audience? (students, older folks, children)?_____________________

Where are your 3 filming locations? 1__________2____________ 3__________

Whose phone will you use to record the commercial?_______________________

What phone app will you use to edit your video?____________________________

What research/information have you found on your topic?____________________

What will each group member do and say in the commercial? _________________

Is the sound clear when recording audio?_______________________________

What advertising technique will you use? (read below)_____________________

Click this link to submit your YouTube video:
https://forms.gle/9NounyWSZDJmZK7f6
1. **Emotional Appeal**

   This technique of advertising is done with help of two factors - needs of consumers and fear factor. Most common appeals under need are:
   - need for something new
   - need for getting acceptance
   - need for not being ignored
   - need for change of old things
   - need for security
   - need to become attractive, etc.

   Most common appeals under fear are:
   - fear of accident
   - fear of death
   - fear of being avoided
   - fear of getting sick
   - fear of getting old, etc.

2. **Bandwagon Advertising**

   This type of technique involves convincing the customers to join the group of people who have bought this product and be on the winning side. For e.g. recent Pantene shampoo ad which says “15crores women trusted Pantene, and you?”

3. **Facts and Statistics**

   Here, advertisers use numbers, proofs, and real examples to show how good their product works. For e.g. “Lizol floor cleaner cleans 99.99% germs” or “Colgate is recommended by 70% of the dentists of the world” or Eno - just 6 seconds.

4. **Endorsements**

   The advertisers use celebrities to advertise their products. The celebrities or star endorse the product by telling their own experiences with the product. Recently a diamond jewellery ad had superstar Amitabh Bacchan and his wife Jaya advertising the product. The ad showed how he impressed his wife by making a smart choice of buying this brand. Again, Sachin tendulkar, a cricket star, endorsed for a shoe brand.
5. **Complementing the Customers**
   Here, the advertisers used punch lines which complement the consumers who buy their products. E.g. Revlon says “Because you are worth it.”

6. **Ideal Family and Ideal Kids**
   The advertisers using this technique show that the families or kids using their product are a happy go lucky family. The ad always has a neat and well furnished home, well mannered kids and the family is a simple and sweet kind of family. E.g. a dettol soap ad shows everyone in the family using that soap and so is always protected from germs. They show a fluorescent color line covering whole body of each family member when compared to other people who don’t use this soap.

7. **Patriotic Advertisements**
   These ads show how one can support their country while he uses their product or service. For e. g some products together formed a union and claimed in their ad that if you buy any one of these products, you are going to help a child to go to school. One more cellular company ad had a celebrity showing that if the customers use this company’s sim card, then they can help control population of the country.

8. **Bribe**
   This technique is used to bribe the customers with some thing extra if they buy the product using lines like “buy one shirt and get one free”, or “be the member for the club for two years and get 20% off on all services.”

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**RUBRIC**

- **20** 1-2 minutes long
- **20** Content and information (dialogue, facts)
- **10** Audio is Clear
- **10** Each member is in the video
- **20** Filmed in At least 3 locations
- **10** Uploaded to Youtube and the link is shared through Google Forms
- **10** Submitted On time

**100 TOTAL**