PG.

**GROUP ADVERTISEMENT ASSIGNMENT:**

Imagine that you and your colleagues have just invented a new and revolutionary product. The popular T.V. show “Shark Tank” is going to be holding auditions at Somerville High School for inventors and entrepreneurs to meet and pitch their new ideas. Part of the pitch includes creating an advertisement that will pique the interest of potential customers and investors.

With your colleagues (table friends), you must develop an advertisement to use as your present your pitch to the sharks from “Shark Tank”. Remember, you are trying to get funding and support from these business professionals. As such, your ad should be persuasive and show that your product will be attractive to consumers—ultimately it’ll convince consumers that they need it, which in turn will make you and the sharks MONEY!

The requirements:

1. Your advertisement must be AT LEAST 1 minute in length. NO LESS!

2. Groups will be **required** to perform their skits. In order to make sure that the advertisement goes as planned; you MUST be here for the presentations.

3. Each member MUST contribute and participate in the advertisement.

4. Advertisements MUST include at least 2 of the 3 appeals.

5. Groups should incorporate AT LEAST 2 of the persuasive techniques discussed in class (see you handout as a resource). \*\*Tip: the technique should would to create the appeal!\*\*

6. Each group will be responsible for submitting ONE completed and detailed script to Ms. Rowlinson. Please print a paper copy of these scripts.

* Your script should also have group notes that help to track the specific techniques and appeals your group is using.

7. HAVE FUN! Use props, costumes, music, whatever!