

# TV Commercial Work Sheet

Instructor: Mr. Tieri

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

Date: \_\_\_\_\_ Block: \_\_\_\_\_

Product Name: \_\_\_\_\_

Product Function: \_\_\_\_\_

Target Audience (who is it for)? \_\_\_\_\_

\_\_\_\_\_

What does the product do? \_\_\_\_\_

\_\_\_\_\_

Why would you need this product? \_\_\_\_\_

\_\_\_\_\_

How does the product work? \_\_\_\_\_

\_\_\_\_\_

What is the end result? \_\_\_\_\_

What image does the product give you (how you feel after viewing it)? \_\_\_\_\_

\_\_\_\_\_

What do you want the target audience to remember? \_\_\_\_\_

\_\_\_\_\_

**Write 2:00 minute Script on 2<sup>nd</sup> Sheet**

