

Advertising Inventions

Come up with an invention or use yours from the previous activity (if you have done it). You are going to convince people to buy your invention by planning and performing a 30 second advertisement. Your ad must -

- Be interesting to catch the viewers' attention
- Explain what your invention does.
- Convince people they need your invention.
- Say the invention's name, price and where to buy it.

Plan your add in detail in the space below and on the back of the sheet. As well as planning what you will say you must plan what everyone will do.

Most ads don't have people standing around. Think of other ads you've seen on TV when planning your ad. You might choose to have a story in your ad or someone using the invention.

Once the planning time has passed rehearse your ad so everyone knows their part and what to say. At the end of the lesson you will be performing your ad to the class. Good luck!

