**Business Venture: Commercial**

**We have explored marketing to customers using print. Now we are going to explore video marketing. Television advertisements are not the only way to use video to capture the attention of an audience. More and more, video advertisements are popping up in “out of the box” places, such as the movie theaters, on apps, sharing via YouTube, and even at sporting events or concerts on the jumbotrons. Video is a great way to send a message to a large audience of potential customers.**

**Objective:** Create a video commercial using text, images, graphics, and animation that demonstrates your creativity in selling your product or service. Demonstrate knowledge of collaborating with peers.

**You will create a series of commercials to demonstrate to your audience what your company provides using WeVideo. Your company (group) will provide 2 – 30 sec. commercials that relate (using the same theme, having similar messages, using the same words, etc) similar to the iPad commercials we watched in class. You will work with your group to determine the best way to accomplish this task – it could be working individually, in a smaller group, or all together, but both commercials should have a similar feel/message to them. One of your commercials will need to feature “actors” and the other commercial will need to be created using still images and either text or voice-overs.**

**In order to create the commercials, you will need to submit a script (using Word) for approval to Moodle. The commercials will need to include, at a minimum, the following:**

* **Each at least 30 sec. in length**
* **At least one transition per video**
* **At least one text area per video**
* **Music for each**
* **At least one commercial comprised of mostly still images and either text or voice overs**
* **Company name in each**
* **Phone number, website OR address (you can use any combination, but at least one) in each**
* **Product or service description and/or demonstration in each**
* **An excellent overall commercial message for each**

**You will videotape your commercials and then edit them using WeVideo. Please feel free to bring in props to enhance your video or film it outside of school.**

**As always, please let me know if you have any questions. Let’s start the creativity!**

**Business Venture: Commercial Rubric**

**Grade:\_\_\_\_\_\_\_\_\_\_\_/75**

***Digital Tools Demonstration***

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Item description** | **Excellent** | **Good** | **Fair** | **Poor** |
| **Script submitted** | **10 – Both scripts submitted** | **5 – One script is submitted** |  | **3 – None of the scripts are submitted** |
| **Videos submitted** | **5 – Both videos are submitted** | **3 – One video is submitted** |  | **1 – None of the videos are submitted** |
| **Video length** | **5 –Both of the videos are 30 sec. in length** | **3 – One of the videos is 30 sec. in length** |  | **1 – None of the videos are 30 sec. in length** |
| **Transition** | **5 – At least one transition provided in both of the videos** | **3 – At least one transition provided in one of the videos** |  | **1 – A transition is not provided in the videos** |
| **Text area** | **5 – At least one text area provided in both of the videos** | **3 – At least one text area provided in one of the videos** |  | **1 – A text area is not provided in the videos** |
| **Music** | **5 – Both of the videos contain music** | **3 – One of the videos contain music** |  | **1 –None of the videos contain music** |
| **Still Images** | **5 – Still images and text/voice overs are used to create at least one of the videos** | **3 – Still images, but no text/voice overs are used to create at least one of the videos** |  | **1 – Still images and text/voice overs are not used to create at least one of the videos** |

***Entrepreneurship Demonstration***

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Item description** | **Excellent** | **Good** | **Fair** | **Poor** |
| **Company name** | **5 – Company name provided in both of the videos in order to identify the business** | **3 – Company name provided in one of the videos in order to identify the business** |  | **1 – Company name not provided in the videos** |
| **Phone number OR address** | **5 – Phone number, website OR address provided in both of the videos in order to provide contact information for customers** | **3 – Phone number, website OR address provided in one of the videos in order to provide contact information for customers** |  | **1 – Phone number, website OR address not provided in the videos** |
| **Commercials related** | **5 – Both of the commercials are related in order to create a cohesive business message** |  |  | **0 –The commercials are not related** |
| **Product or service description**  **Comments:** | **10 – An excellent product or service description provided (more than just the mention of the product/service) in order to inform customers of the product/service** | **7 – A good product or service description provided (more than just the mention of the product/service) in order to inform customers of the product/service** | **5 – A fair product or service description provided (more than just the mention of the product/service) in order to inform customers of the product/service** | **2 – Product or service description is not provided in order to inform customers of the product/service** |
| **Commercial message**  **Comments:** | **10 – Commercial message is very** relevant and prompts further action (gets someone to the store/use product or service) | **7 – Commercial message is** relevant and prompts further action (gets someone to the store/use product or service) | **5 – Commercial message may or may not be** relevant and may or may not prompt further action (gets someone to the store/use product or service) | **2 – Commercial message is not** relevant and does not prompt further action |