**Super Bowl - PMHS Commercial**

The first Super Bowl was in 1967. Skim [this article](http://www.nytimes.com/learning/general/onthisday/big/0115.html?scrlybrkr=1619253a#article) about that first Super Bowl. Who won? How much money was brought in? With your table partner, compare it to the upcoming Super Bowl. Who do you think will win? How much does a current commercial spot cost?

The Super Bowl draws in millions of viewers each year, and not all of them are watching the big game. In fact, many are watching the commercials. But what makes a good commercial? And why do you think the Super Bowl commercials cost so much? Check out [this infographic](https://www.ama.org/publications/marketingnews/pages/history-of-super-bowl-commercial-costs.aspx) regarding the history of these commercials and [this article](https://www.ama.org/publications/MarketingNews/Pages/what-makes-best-super-bowl-ads.aspx) on what makes the best ads.

Perry Meridian was selected as the only high school in the nation to receive a free 30 second spot to air during the Super Bowl. It is our chance to promote the greatness of our school! How are you going to make us shine? What elements will you need to make sure your message and our school stand out?

In order to create the commercial, you will need to submit [a script](https://docs.google.com/document/d/1Pl_a4CMEjlkwftIXc7eY1CTc6caTNqtRwyJXvjqc_LM/edit?usp=sharing) for approval. The commercial will need to include, at a minimum, the following:

* School name, logo and contact information
* At least 30 sec. in length
* At least one transition
* At least one text area
* Music
* An excellent overall commercial message promoting sports/events/clubs at PMHS

In addition to the free spot, all completed and relevant commercials will be submitted to Falcon TV, as well as to the middle school to show incoming freshmen the many awesome things about Perry Meridian High School.

**Objective: *I will create an advertising message to market PMHS to an authentic audience.***

**Super Bowl Rubric (6o points possible)**

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| --- | --- | --- | --- | --- |
| **Item description** | **Excellent** | **Good** | **Fair** | **Poor** |
| Commercial contact information | 15 – Commercial includes all required information (school name, logo and contact information) in order to promote PMHS | 13 – Commercial includes most of the required information (school name, logo and contact information) in order to promote PMHS | 10 – Commercial includes some of the required information (school name, logo and contact information) in order to promote PMHS | 5 – Commercial is missing the required information (school name, logo and contact information) in order to promote PMHS |
| Video length | 15 – The commercial is 30 sec. in length | 13 – The commercial is 20 - 29 sec. in length | 10 – The commercial is 10 - 19 sec. in length | 5 – The commercial is less than 10 sec. |
| Video editing specifics | 15 – A transition, text area and music are included | 13 – Either a transition, text area or music are included, but only two of the three | 10 – Either a transition, text area or music are included, but only one | 5 – A transition, text area and music are missing |
| Commercial message | 15 – Commercial message is very relevant and promotes our school positively | 13 – Commercial message is relevant and our school positively | 10 – Commercial message may or may not be relevant and may or may not promote our school positively | 5 – Commercial message is not relevant and does not promote our school positively |