Commercial Tips from Class: Week 6:

1. Energy and excitement are key.

2. Smile when saying the product name.

3. Identify who you are talking to. Make it specific. You talk to your mom differently than your best friend. Identify not only the person, but the relationship between you and the listener.

4. Put your personality into the commercial.

5. The name of the product must be said CLEARLY! It’s the most important word in the whole commercial.

6. Objective for commercials: Always to make the product enticing enough that people want to buy!

7: Focus on Natural Excitement- keep it natural.