Tips

• The purpose of a commercial is to advertise. Each year, companies spend millions to billions of dollars advertising their product. Why? So they can become a household name (and hopefully make that money back!)

• The purpose of an advertisement is to get the consumer excited! All commercials should be interesting and catch the audience’s attention. This is also important for the actor to know, because they must use their energy (and acting tools) to get bring the words of the commercial to life.

4 Parts of Writing a Commercial

1. *Product name.* Can be a real product, maybe one you (or your children) already use and enjoy. OR can be a made up, original product. With that said, it does not have to be a tangent product. It can be a place, like Disney World, or a charity, like The Salvation Army.

2. *Tone.* Is the overall tone of the commercial going to be dramatic or comedic? Meaning, do you want it be more informative or lighthearted.

3. *Character*. In the Showcase, students will get the chance to show off their natural characters during the scenes. The commercials, however, are a great chance to show off their character skills! The character should be one that makes sense with the product, and something the student loves to portray. The characters should not be over-the-top, or eccentric. They should just be natural and fit the student’s “typecast” (like something a C.D. would cast them as), like a girl who just got dumped by her boyfriend or a stressed out mother. We do NOT recommend accents. VIP’s want to hear the natural speaking voice of the actor. They only have 30 seconds to give an impression. We don’t want VIP’s wondering if an accent is their natural speaking voice.

4. *Hook line.* Finally, once the product, tone, and character are settled, it is time to work on the hook line. The hook line can be a jingle, but does not have to be. It is the line (usually the last line) that that catches the audience’s attention. It is the line that is supposed to get stuck in your head, and make you want to rush out the door to buy their product, “Lucky Charms, their magically delicious!” “Disney World, the place where dreams come true” “The Actor’s Scene, Confidence Makers”. They can make up the hook line, or take the true hook line and twist it to fit their character.

Commercials should be 30 seconds long, which is usually just 4-5 lines. And keep in mind that one of those lines will be the hook line.

Formula

1)Intro line that grabs the audience's attention (Avoid cliché starters like “Are you tired of…?” or “Have you tried …”

2)Present the problem

3)Talk about how the product solves the problem. What does it do or not do that makes it special? BE SPECIFIC! (Avoid generic phrases like “It's so great, It's cool, It's awesome”) How does it fare, compared to the competitors out there?

4)Close with a hook line that leaves us wanting more and grabs our attention. It could be the motto for the product. *Feel free to look up info and details on the product online via laptop or cell phone.*