

DEFENDING YOUR COMMERCIAL

You have just produced a "multi-million" dollar commercial. You now have to convince the Board of Directors of your company that they should use your commercial for their product.

- **Know your audience. Who will be viewing your commercial?**
- **What questions might they ask.**

➤ **Your commercial must meet strict company standards. Evaluate.**

| | Completely | Mostly | Little evidence |
|---|------------|--------|-----------------|
| Argument support claims with clear reasons and relevant evidence. | | | |
| Introduced counter claim and used logic to prove my claim. | | | |
| Provide a concluding statement that supports our opinion. | | | |

➤ **Your commercial must meet strict company policies. Evaluate.**

| | 4 | 3 | 2 | 1 |
|----------------------|-----------------|------------------|------------------|------|
| Completely Organized | | | | |
| Ethos, pathos, logos | at least 2 | | 1 | |
| Propaganda technique | at least 2 | | 1 | |
| Team work | All participate | most participate | some participate | |
| Video Creative | Super | Good | Average | Poor |
| Video Quality | Super | Good | Average | Poor |
| Je ne sais quoi | Super | Good | Average | Poor |

Have fun, but be serious.

Too much silliness makes you seem unprepared and embarrassed of your commercial.