

## Creating a Campaign Commercial

Follow these steps to create a campaign commercial for your candidate.

**Step 1** Carefully read the information you receive about your assigned candidate, and review the profile of your opponent. Identify these things:

- experience that qualifies your candidate to be president
- why your candidate will appeal to the public
- what differentiates your candidate from the opponent

**Step 2** Identify the focus of your commercial, including

- the candidate's message.
- the type of advertisement: positive, negative, or issue based.
- the persuasive technique or techniques you will use.

**Step 3** Create a storyboard for your commercial. Use the template you are given to prepare a commercial that will convince people to vote for your candidate or against your opponent. Your commercial must

- include every member of your group in some way, such as acting as the candidate, being interviewed, holding a sign, or providing narration.
- use at least one persuasive advertising technique.
- set the scene with appropriate props or costumes.
- include music or background visuals.
- be 30 seconds in length.

**Step 4** Practice your commercial in preparation for recording it or presenting it to the class.