



Television Commercials

Media Literacy & Journalism

TV is EVERYWHERE!

- Television is a prominent feature in American lifestyles
- 66% of American families watch television while eating dinner
- 4 hours is the average amount of time people spend watching TV
- 55% of kids have TVs in their bedrooms
- 66% of children (ages 10 to 16) surveyed say that their peers are influenced by TV shows

How Commercials Work

- When creating a commercial, the commercial creator's figure out who is most likely to buy their products and then they target, or try to sell to this group of people.
- Target Audience is the main group of people that the commercial is trying to reach and convince. A target audience can be people of a certain age group, gender, marital status, etc.

Examples of Target Audiences

- Women in their 30s
- Single and divorced males
- Senior citizens
- African-American teenagers



Message



- The message is the central idea that the creators of a commercial want the target audience to believe.

Examples:

- “This face cream will make you look younger and feel more attractive”
- “If you shop at our Wal-Mart you will save a lot of money”



Logo

- A mark or symbol that represents a company or product. Logos can include visuals or letters or both.



Slogan

- Short and memorable phrase used to promote a product.
- “Just do it”
- “I’m loving it”
- “Better ingredients, better pizza”



Celebrity Endorsement

- When a famous person talks about the good qualities of a product to promote it.
- Michael Jordan talking about how he loves to wear Hanes T-shirt because they are soft.



Testimonial

- When a private citizen (regular person) talks about the good qualities of a product to promote it.
- A real consumer who talks about how much money he is saving with his new car insurance.

Aural Techniques

- What you hear in the commercial that helps promote the message and sell the product. Examples: dialogue, slogan, jingle, music, testimonial, celebrity endorsement, sound effects, etc.
- Remember Wanna Fanta?

Visual Techniques

- What you see/read in the commercial that helps promote the message and sell the product.
- Examples: facial expressions and gestures the actors use, animation (cartoons), logos, written slogans, use of color and light, close-ups of the product, special effects, etc.

Analyzing a Commercial

- Be ready to discuss the Commercial Analysis Sheet after viewing the [Nissan Leaf](#) commercial.
- While viewing the following [commercial](#) complete the second Commercial Analysis Sheet.

Task

- In groups you will be responsible for creating a commercial that employs at least two visual and aural techniques, has a clear targeted audience, and a logo and slogan design that are appropriate for your product and audience.
- Today you are responsible for
 1. Dividing up who is responsible for what
 2. Creating a logo
 3. Creating a slogan
 4. A basic plot/script outline

*Commercials will be filmed late next week and be worth 100 points. Today's assignment makes up 20% of that final grade.