The whole scoop 30 Seconds? Gimme a Break!

Theme Starter

The biggest sales are made on products that are sold in 30-second commercials. Try something a little easier first.

• Make a list of 5 or so places (restaurants, parks, museums, “hang-outs,” any special place in your town.)

• Choose one of the places and make a list of things about that place that make it a good place to go to.

• Now write an ad using as many words as you need to make it a “good sell.” Use more paper as you make you ad better and better. Listen to each other’s ads and talk about which ads sounded most like that places they were advertising. Which ads were most likely to get people to go?

• Now comes the challenge. Write a 30-second ad. Use a stopwatch and keep omitting words until you can read the ad in 30 seconds. Use more paper to try different versions. Then listen to each other’s ads. Ask the same kinds of questions as you did with the longer ads. Which were the most inviting? Which were the most realistic?

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