

Commercial Presentation Planning Sheet

Use the prompts and questions below to help guide planning for your commercial.

Describe the audience you expect to be seeing your advertisement. Include any information you have, such as age, gender, level of education, income, and so forth.

Describe how and when your commercial message will be delivered. What factors will you have to take into account?

What is your product?

What need or desire will this product fulfill for your audience?

How will you get this message across? Will you appeal to the audience members' emotions? To their logic? Will you use a celebrity or authority endorsement? Plan this strategy carefully, as it should drive any creative decisions you make in designing your commercial.

What will you call your product?

What is an appropriate slogan for your product?

How much will your product cost? How can you convince your audience that your product is worth that amount of money?