

CREATE A TV COMMERCIAL PARODY CHALLENGE

1. Your job in this challenge will be to write and perform a parody of a TV commercial. The object you are selling may be an everyday object from your home, or something imaginary! Your commercial should be about 30-90 seconds long.

PARODY: an imitation of the style of a particular writer, artist, or genre with deliberate exaggeration for comic effect.

2. BRAINSTORM. Find or imagine three possible products and list them below:
 - a.
 - b.
 - c.
3. CONSIDER YOUR AUDIENCE: describe your target audience. Who is most likely to buy your product? Consider their age, occupation, gender, etc.
4. WHAT WILL YOU PARODY? As this is a parody, exaggerate at least one element of this commercial for comic effect. What will you exaggerate?
5. PLAN YOUR COMMERCIAL:
 - a. Who are the characters? You can do this alone or “hire” family members.
 - b. Where will the commercial be shot?
 - c. What is happening?
6. WRITE YOUR SCRIPT: what will your commercial say? Remember, by the end of the commercial you want your audience to know the following things about your product:
 - a. What it is and what it does.
 - b. Why it’s amazing and why they should buy it.
 - c. How much it costs and where they can buy it.
7. RECORD: record your commercial!
8. UPLOAD AND SHARE! Follow the link on the ACT Spotlight page to upload your commercial by Thursday. Make sure to title your submissions with your name!