

# Creating a Super Bowl Commercial

Group Member Names

What is Your Product's Name?

What does your product do?

Who is the target audience for your product?

What is your product's slogan?

What is your product's logo?

Tell the story of your commercial. Describe the concept, plot, problem, etc. that will be depicted in your commercial.

What persuasive techniques will you use in this commercial? Why do you think they will be effective?



# Storyboard

In the following slides, you will describe each scene in your commercial. You will need to include/storyboard at least three scenes. Keep in mind that your commercial needs to be 30 seconds long.

Use words and at least three pictures per scene to describe what is happening.

# Storyboard - Scene 1

## Storyboard - Scene 2

# Storyboard - Scene 3

# Storyboard - Scene 4

# Storyboard - Scene 5