

HONORS MARKETING

Assessment #4: Infomercial

Infomercials. They are typically corny. They are sometimes hilarious. They are sometimes awful. But they must work because companies keep making them, right?

Watch some of these classics:

- Flex Seal <https://www.youtube.com/watch?v=httSHnNXN10>
- OxiClean <https://www.youtube.com/watch?v=ZTpXh33Mbeg>
- Snuggie <https://www.youtube.com/watch?v=2xZp-GLMMJ0>
- ShamWow <https://www.youtube.com/watch?v=F3lrhPeK6gU>
- Slap Chop <https://www.youtube.com/watch?v=rUbWjIKxrrs>
- <https://www.bestmarketingdegrees.org/10-funniest-infomercials-grace-screen/>
- And hear from the current king of infomercials: https://www.youtube.com/watch?v=ijb77v3LX_s

For this assessment, we're going to have some fun. **Your task will be to grab any product sitting around your house and create an infomercial for it on Flipgrid.** See the FlipGrid link below for an example from Mr. Metz.

For editing my video, I used a free iPhone app called InShot, but you don't have to edit yours as much as I did with mine. If you'd like to edit a bit, here are some more options:

- <https://www.shopify.com/blog/best-free-video-editing-software>
- <https://blog.hubspot.com/marketing/best-video-editing-apps>
- <https://www.oberlo.com/blog/best-free-video-editing-software>

See the rubric below, but note that you **cannot** use any profanity, inappropriate language, or illegal/inappropriate items/images. This will result in a 50% grade.

		Points Possible	Points Scored
Video / Commercial	Video filmed on a phone, laptop, tablet or Chromebook and posted on the FlipGrid: https://flipgrid.com/571164c5 . If you post privately in Google Classroom, you will not receive these points.	15	
	Demonstrated used of the product.	10	
	Identified advantages or how the consumer will benefit from using the product.	10	
	Identified cost and how the product can be ordered.	10	
	Student used props/costumes that showed considerable effort and creativity which make the presentation better.	10	
	Funny or interesting closing to wrap-up your presentation.	10	
Time	Presentation is at least 1 minute and 30 seconds long. Max recording time is 5 minutes.	5	
Presentation & Sales Skills	ENTHUSIAM! Sell the product! Were you engaging, fun, and interesting? Did your facial expressions and body language generate a strong interest and enthusiasm about the product?	10	
	Were you convincing ? Did you make me want the item?	10	
	Did you maintain eye contact with the camera for the majority of the video with no reading off cue cards or a script?	5	
	Did you show great effort and that you had fun with it?	5	
TOTALS:		100	

This assessment is due on **Friday, December 11th at 11:59pm.** Good luck 😊