Designing a Television Commercial

Designing a television commercial takes a lot of planning. You have 30 seconds to catch your viewer’s attention and create a lasting impression in their mind. Companies spend over $600,000 per 30 second spot during prime-time television, so taking adequate time to plan and produce a quality product is important when you are spending that kind of money just to show the commercial. Millions of dollars are spent every year on commercials to sell goods, services, events, and ideas.

**Step 1:** **Choose a product, service, or special event to advertise.** You can advertise something that already exists or a new product, service, or idea.

**Step 2:** **Decide on the approach** you will take in your advertisement. What will be the “hook” you use to interest consumers? What tactic will you use? Will you scare them into to buying your product, sell them on its benefits, etc?

**Step 3:** **Now prepare a script** for your ad. The whole ad will be 30 seconds long, so choose your words carefully. (Remember to answer the questions: Who are you filming? What are you filming? Where are you filming? What is being said? (Who is saying what? What is the camera doing?)

**Step 4:** **Collect any props your ad.**

**Step 5:** **Film your video.** Remember it is always easier to cut more video out rather than attempt to go refilm some footage.

**You have 30 seconds to create a lasting impression on your viewers. Ready, set, GO!**