

Infomercials

An infomercial is a commercial television or radio program, or relatively long commercial segment, offering consumer information related to a sponsor's product or service. Infomercials are those mainstays of late-night television that try to sell everything from self-improvement tapes to jewelry to furniture.



Fascinating infomercial facts:

- Last year infomercials generated over \$18 million in sales.
- Consumers spent an average of \$178 on items from infomercials.
- This industry brings in more than \$2 billion a year.



In groups of 3 or 4, you are going to develop an infomercial about a new sports drink you are introducing to the market. This advertisement should be no more than 5 minutes in length. The infomercial should "hypothetically" demonstrate what the product does and point out advantages to the consumer. (You also identify the price and how consumers can order.) When presenting, be **ENTHUSUASTIC**, and really "SELL" your product – this will be part of your grade for the infomercial.

You will use a flip camera to record your infomercial and then Windows Movie Maker to add all of the special effects. The attached documents will help you in planning your infomercial. You will find a checklist, how you will be graded, and much more. Good Luck!

Present this sheet to Mrs. Bishop when you are done.

Names _____

Infomercial Rubric

Infomercial	Points Possible	Your Score
1. Infomercial lasted minimum of 2-4 minutes and no longer than 5.	5	
2. Demonstrated used of the product.	5	
3. Identified advantages or how the consumer will benefit from using the product.	10	
4. Used the product name.	5	
5. Identified how the product can be ordered.	5	
6. Acted enthusiastically and really "sold" the product's features and benefits.	5	
7. Used props to make infomercial realistic.	10	
8. Creativity!!!	10	
9. Average from Peer Evaluations	5	
TOTAL POINTS	60	
Comments:		



Storyboard (must be completed before you can film)

Title Slide – Title of your product & maybe the logo or slogan

Use this spot to plan out what is going to be in your infomercial. Who is going to say what? What is that person going to be doing? Etc. Don't forget to double check the rubric to make sure you included everything.

Identify how the product can be ordered.

Credit Slide – Your first names only & the date it was created

On-Task Check Off Form

(this is what you need to do in the order you need to do it)

Task that Needs to be Completed	Check here when completed
Completed Sports Drink planning sheet	
Created a proto-type of the drink	
Completed the storyboard	
Had Mrs. Bishop "OK" storyboard	
Planned out what props will be needed & who will bring them	
Filmed infomercial	
Edited the infomercial using your storyboard & Windows Movie Maker	
Saved infomercial as Movie File in the 1 Sports Business Folder in the Q Drive	

Planning Sheet (must be completed first)

Name of Sports Drink _____

Target Market (be specific – age, gender, occupation, hobby, etc) -

Logo -

Slogan -

Benefits of your drink – Why is yours better than the other drinks out there?

Price -

How will your consumers be able to purchase this drink?

Infomercial Peer Evaluation

(This is how your peers will grade your infomercial)



Group Names _____

1. **Interest** – did the infomercial hold your interest?

Wow	Pretty Cool	OK	Dull	Is it over yet?
5	4	3	2	1

2. **Product** – do you think the product has potential for success?

Wow	Pretty Cool	OK	Dull	Is it over yet?
5	4	3	2	1

3. **Convincing** – did the infomercial demonstrate how owning this product can make your life better?

Wow	Pretty Cool	OK	Dull	Is it over yet?
5	4	3	2	1

4. **Overall Rating** – what did you think?

Wow	Pretty Cool	OK	Dull	Is it over yet?
5	4	3	2	1

5. Identify one good technique or part of the information. Keep it positive!

6. Identify one area of improvement needed for the infomercial. (You must identify one area!)