



30 Minute Thinker – Daily Learning Connections – CAREER TOOLS - ENTREPRENEURSHIP

“Developing a TV and Cable Ad” Student Activity Sheet

ENTR 021



Lesson Objective – To develop a local television and cable ad



Student Materials List: Paper, pencil or student computer, USB and access to Learning Connect small business tools.

So, you want to be a business owner?

According to recent studies, the average American spends about four hours a day watching television. Therefore, due to the masses and variety of individuals watching, Television can be a very cost-effective advertising media for launching, building or maintaining a business. TV/Cable advertising can reach many consumers quickly and efficiently. This audience can become highly engaged through the use of effective sound effects and visual images. With its high visibility and appeal to the majority of the senses, the rate of retention for these consumers is greatly increased. It is no surprise that studies have shown that TV advertising works better than any other medium at influencing behavior and driving purchasing decisions. Other experts claim that TV generates the most profit and return on investment than any other communication medium.

Before beginning to create a TV commercial, every business should determine their brand, what they are best at and why this is important. The TV commercial script should be consistent with the business’s brand and message, while reflecting the taste and persona of its customer. The ad should be captivating, stirring and unforgettable. This can be achieved using a variety of strategies, such as catchy phrases or jingles and visual animation. It should also include a call to action that compels the audience to purchase the product or service. Always include your business logo, location, telephone number and your web address. “Your video should tell the story about what you’re advertising even if a customer has their volume turned down. Putting people (especially your target demographic) into your commercial can help draw your target audience in as opposed to a 30-second shot of your building’s interior, exterior and the parking lot.” (Source: Duncan, 2018)

When you do become an actual small business owner, it is recommended that an advertising specialist in TV/cable advertising be contacted that has the expertise to assess and complete your promotional goals. However, by sharing your TV/Cable ad prototype and your promotional thoughts, you are more apt to get the results that meet your expectations. Therefore, build your portion of your Small Business Portfolio concerning TV/cable advertising by creating a TV spot/commercial for your business, such as a Grand Opening TV Ad. Your TV/cable spot commercial should include an attention-getting headline, an explanation of the offer, contact information and encouragement of listener to take action. Please refer to the TV/Local Cable Rating Scale provided for key points and additional criteria to use when creating your television ad. The scale will also be beneficial to provide the rationale for your TV/cable ad choices in your portfolio. Have an instructor, local TV/cable personnel or another student evaluate your ad using the **TV/Local Cable Rating Scale Sheet** provided.

TV/LOCAL CABLE RATING SCALE SHEET

Name	Course	Date	Class Hour		
Unit/Chapter	Lesson Title/Topic/Concept	Group Name/Number			
Assignment Reference – Print or Electronic Text – (Book, Article – Page number and/or URL address):					
Before lesson, place a <input checked="" type="checkbox"/> in the box describing your personal rating for the radio commercial.	RATING SCALE				Please include any personal comments.
	EXCELLENT (4)	GOOD (3)	FAIR (2)	POOR (1)	
1. Does the ad present a central theme or ad?					
2. Does the ad present the product from the customer's point of view?					
3. Does the content of the ad flow from the beginning to the end?					
4. Can the customer effectively determine the nature of the product or service being advertised?					
5. Does the ad appropriately give store location?					
6. Are the station and timeframe used appropriate for the market?					
7. Are voices easy to understand?					
8. Are appropriate sound effects and background music used?					
9. Does the ad ask the customer for action, to come in and buy?					
10. Does the ad use maximum efficiency of air time? (Out of 30 seconds, 28 seconds should contain sound.)					
Column Totals:	Excellent 40 - 31	Good 30 - 21	Fair 20 - 11	Poor 10 - 1	TOTAL
	(4 x <input checked="" type="checkbox"/> =)	(3 x <input checked="" type="checkbox"/> =)	(2 x <input checked="" type="checkbox"/> =)	(1 x <input checked="" type="checkbox"/> =)	

My Local TV/Cable Advertising Strategy Planning Sheet

1. Primary Purpose: The primary purpose of my TV/Cable advertisement is:
(To promote company's image or to sell its products/services)
2. Primary Benefit: The unique benefit, value or need that my business can offer customers is:
3. Secondary Benefit: The other key benefits my customers will receive from my products or services are:
4. Target Audience: My TV/Cable advertisement is aimed at whom (what target market):
5. Audience Reaction: The response (come to the business, visit a website, call an information line) wanted from my TV/Cable audience is:
6. Company Personality: My TV/Cable advertisement conveys the image of:

(Adapted from University of Tennessee Extension – Ladd)

MY LOCAL TV/CABLE AD PLANNING SHEET

Promotional Theme:	<i>Grand Opening</i>	TV/Cable Station:
Beginning Date:	Ending Date:	Address:
Featured Product or Service:		
TV Commercial Format		
TV Ad Headline Script Component: (attention-getter):		
TV Ad Script – Explanation of Offer Component:		

TV Ad Script – Request for Action Component:
(encourage listener to take action):

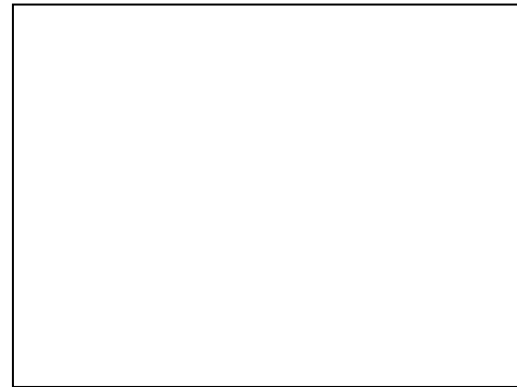
Business Identification and Location Script Component:
(direct listener to business webpage for more information, if applicable)

Chronological Storyboard

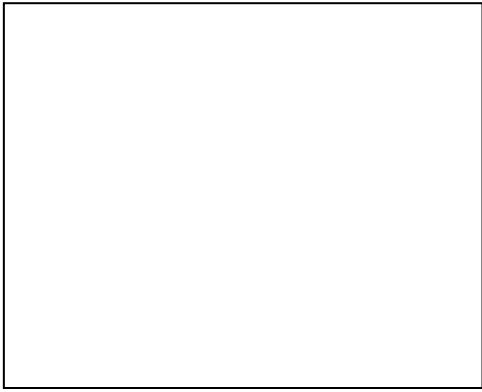
Name	Course	Date	Class Hour
Unit/Chapter	Lesson Title/Topic/Concept	Group Name/Number	
Assignment Reference – Print or Electronic Text – (Book, Article – Page number and/or URL address):			



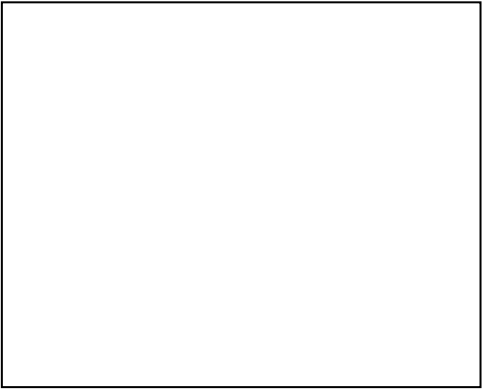
13



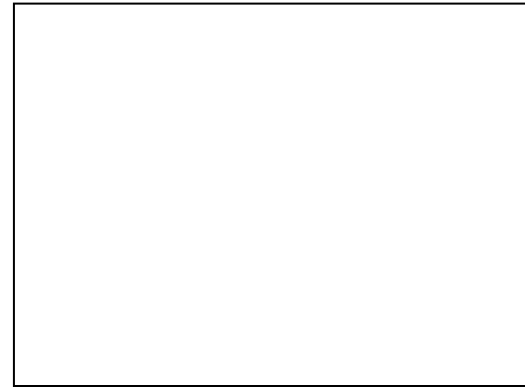
2



3



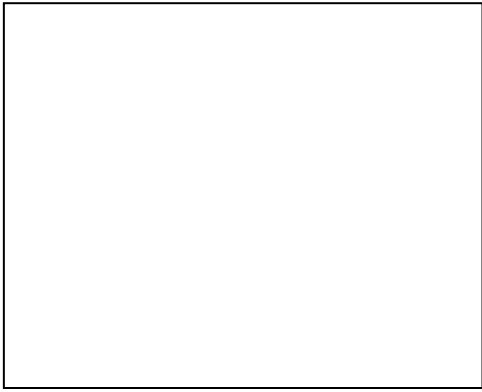
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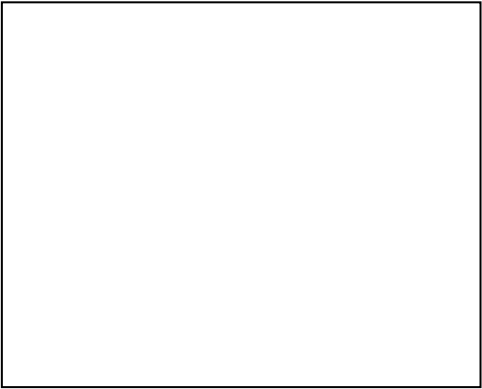
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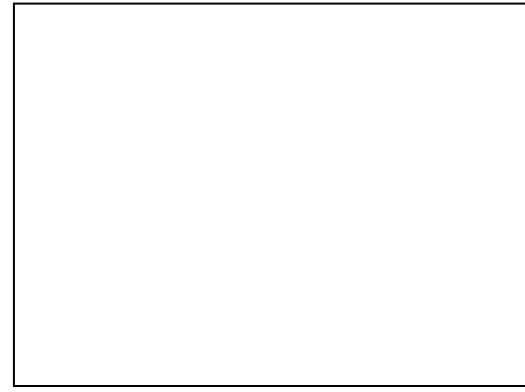
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7



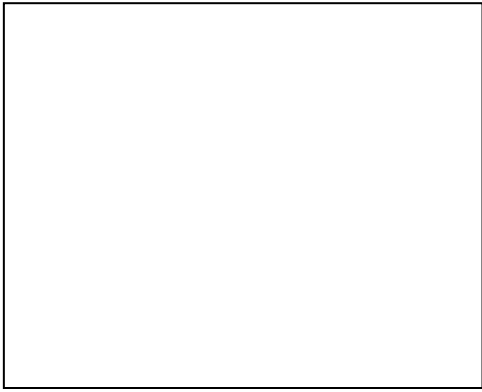
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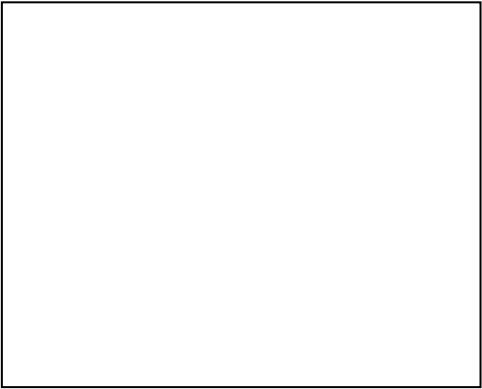
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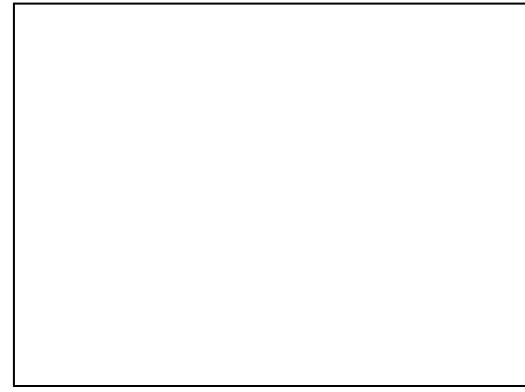
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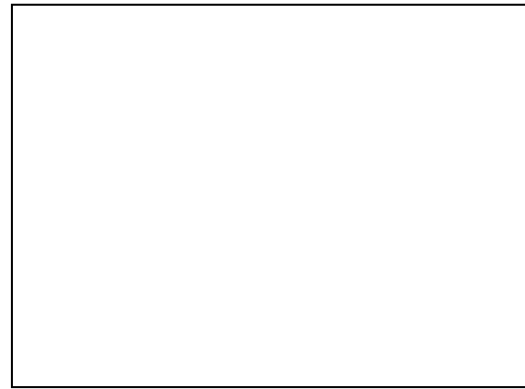
11



13



12



14

OPTIONAL ASSIGNMENT: Contact a local cablevision to create a local public service TV/Cable ad. Use the planning form and scripts previously provided.

TV Commercial Production Crew

Commercial Title:

Commercial Director:

Assistants:

Prop Master:

Music/Audio Director:
(Selects music to set the mood of the commercial; ensure legal use of music.)

Cast Needed:	Cast Members:	Availability:

Filming Location:

Filming Beginning Date:

Filming Ending Date:

Rehearsal Dates

Comments:

MODEL RELEASE EXAMPLE

I hereby assign all rights to the taping and sound recording made of me on this date, _____ .

And I hereby authorize the reproduction, sale, copyright, exhibition, broadcast and/or distribution of said tape without limitation for the purpose of _____

I certify that I am over 21 years old or have signed permission by parent or guardian.

Participant Signature _____

Date _____

Parent/Guardian _____



PORTFOLIO SECTION – Appendix Items
RATIONALE FOR MY TV/CABLE AD CHOICES

Describe your planned TV/Cable Advertising Commercial:
The TV spot headline is effective because:
The TV spot script/copy is effective because:
The TV spot storyboard is effective because
Overall, my TV spot is successful because:

MY LOCAL GRAND OPENING (OR OTHER) TV/CABLE AD SCRIPT

Duncan, Apryl. (2018, 04, 11). 10 Steps You to Make an Effective TV Commercial. *Careers*. Retrieved (07/17/2018) from <https://www.thebalancecareers.com/effective-tv-commercials-39339>