**Lesson 5**

**Developing Your Product Pitch**

A picture containing graphics, graphic design, logo, design

Description automatically generated

**Activator/Bell Ringer/Starter**

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List 2 product slogans that stand out to you. What is it about those slogans that make them stand out and grab your attention?

|  |
| --- |
| Your answer: |

**Developing Your Pitch**

**Directions**

1. Return to your lab groups.
2. You are going to make a commercial about your product. Determine if you would like to perform that commercial live in class or if you would like to pre-record it and show it in class. For those pre-recording, if there is not time during class tomorrow, feel free to stay after and do it during after-school help.
3. Your commercial must:
   1. Be 30 - 90 seconds long.
   2. Explain what your product does.
   3. Demonstrate your product being used
   4. Explain and/or show why your product is better than a similar product or an item with a similar use (like Ooho replacing water bottles and disposable cups).
   5. Explain and/or show to the consumer why it is greener than the original product it replaces.
   6. Make appropriate use of your product’s tagline
4. Use your Hook documents from yesterday and today’s Activator/ Bell Ringer/ Starter to assist you in creating your commercials.
5. You may want to consider writing a script to track your ideas, your person and product placement, and your lines. Try to not read from the script while performing your commercial.
6. Have fun while making your commercial! You will be presenting them at the next class. Use the check-list below to assist you.

**COMMERCIAL CHECKLIST**

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| * Is 30 - 90 seconds long. * Explains what your product does. * Demonstrates your product being used * Explains and/or show why your product is better than a similar product or an item with a similar use * Explains and/or shows to the consumer why it is greener than the original product it replaces. * Makes appropriate use of your product’s tagline |

**Criteria for Success**

|  |  |  |  |
| --- | --- | --- | --- |
| **Criterion** | **Available Points** | **Student Self-Assessment** | **Points Earned *(Teacher Assessment)*** |
| **Commercial Length**  The commercial is between 30 - 90 seconds long. | 20 | /20 | /20 |
| **Product Purpose**  The commercial explains what the product does. It is clear, concise, and easy to understand. | 20 | /20 | /20 |
| **Product Use**  The commercial shows the product being used. | 20 | /20 | /20 |
| **Product Superiority**  The commercial explains and/or shows why the product is better than a similar product. The commercial also explains and/or shows why the product is greener than a competitor’s product. | 20 | /20 | /20 |
| **Tagline**  The commercial makes appropriate use of the tagline. | 20 | /20 | /20 |
| **Score** | **N/A** | **/100** | **/100** |

**Grading Rubric**

|  |  |  |  |
| --- | --- | --- | --- |
| **Criterion** | **4** | **2** | **0** |
| Commercial Length | The commercial is between 30 - 90 seconds long. | The commercial is more than 90 seconds long. | The commercial is less than 30 seconds long |
| Product Purpose | The commercial explains what the product does. It is clear, concise, and easy to understand. | The commercial explains what the product does. It is NOT necessarily clear, concise, and easy to understand. | The commercial does not explain what the product does OR it is not understandable what the product does. |
| Product Use | The commercial shows the product being used. |  | The commercial does not show the product being used. |
| Product Superiority | The commercial explains and/or shows why the product is better than a similar product. The commercial also explains and/or shows why the product is greener than a competitor’s product. | The commercial explains and/or shows why the product is better than a similar product. OR, The commercial explains and/or shows why the product is greener than a competitor’s product (but not necessarily why that makes it better). | The commercial DOES NOT explain and/or show why the product is better than a similar product. The commercial also DOES NOT explain and/or show why the product is greener than a competitor’s product. |
| Tagline | The commercial makes appropriate use of the tagline. |  | The tagline is not present in the commercial. |
| **Score** | **TOTAL POINTS x 5 = score: \_\_\_\_\_\_\_\_\_\_ x 5 = /100** | | |

**Ticket-Out**

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What is one question that you have for me about developing your pitch?

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| --- |
| Your answer: |