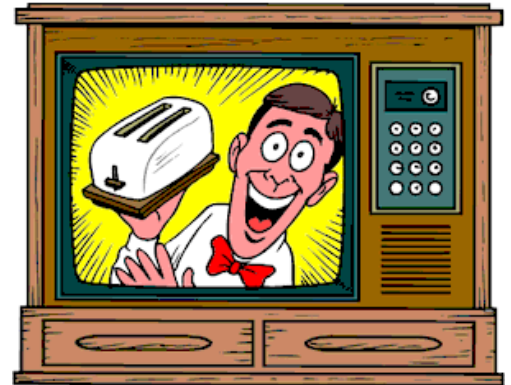


Advertisement Competition

Your task:

In teams of two or three, you participate in a competition that looks for the best video advertisement. Therefore, you will create an advertisement video (like a TV commercial) for a product of your choice. This can be a simple everyday object, but could also be something more complex or technological – there are no limits, as long as the object is available for sale.

The video will be presented to the class, which will act as a jury for the competition.



Process and Deadline:

You will have time to work on your video during the next **4 double lessons** (week 4/5/6/7). **The videos need to be uploaded into your class folder on Google Drive by Friday, 18 February, 8 p.m.**

The videos will be shown to the whole class in week 8 (= 21/22 February). At the end of each presented video, the class will ask challenging questions (like a customer who is interested, but not convinced yet of the product). The team will answer these questions competently.

Guidelines:

- The video must last at least 4 minutes.
- Combine visuals (pictures, video sequences, text elements) with sound (music, audio contributions).
- All group members need to talk in the video for at least 45-50 seconds each. This can be done as a person in front of the camera or as a voice from off-screen.
- Follow the video structure given below and include a logo and a slogan that are suitable for your product.

Structure:

- Beginning of video: Get the audience's attention with an interesting introduction.
- Main part: Use the video to highlight the different qualities of the product.
- Conclusion: Sum up your product.

Your work steps (in the next few weeks):

- Search for an existing product that you want to do the advertisement on. Learn about the details of the product.
- Discuss/plan how you would like to design your ad:
 - What characteristics/aspects do you need to include?
 - Should the ad be serious or funny?
 - How can the video show the product in the most successful way?
- Plan your video main part:
 - How will you show the different characteristics?
 - What will be your roles in the ad?
 - What could be a suitable introduction and conclusion of your ad?
 - What should your slogan and your logo look like?

- Produce the video with a program of your choice (e.g. iMovie or Adobe Premiere). Make sure that you stick to all the guidelines.
- Plan the questions part after your ad:
 - What challenging questions could the class ask? (What are possible disadvantages of my product?)
 - How could you address these questions without losing trust in your product?

Evaluation:

You will get a full mark for your video and the discussion round. The evaluation will be about the ad and how you use it to present your product, not about your choice of the product.

The teacher's evaluation will be complemented with the class' evaluation. Your mark will therefore consist of the following parts:

by teacher (90%)

- video content and design
 - Is the information about the product given logical and easy to follow?
 - Is the amount of information suitable for the product?
 - Is the video design appealing to the audience?
 - Is the video design suitable for the product?
 - Are the video and its parts well produced?
 - Are the introduction and the conclusion suitable and convincing?
- video language
 - Is the vocabulary used in the video appropriate and correct?
 - Is the grammar used in the video correct?
 - Is the style well chosen (formal vs. non-formal)?
 - Is the pronunciation and the fluency fine?
- video guidelines
 - Does the video follow the guidelines (see above)?
- questions part
 - Does the team address the questions in a successful way?

by class (10%)

- video content and design
 - How well did I understand the product through the video ad?
 - How convincing did the video ad feel for the product?
 - How well produced did the video feel?
 - Did I like the introduction and the conclusion of the video?

- **Deadline: Friday, 18 February, 8 p.m. (uploaded in class folder on Google Drive)**
- **Note that late deliveries will lead to a deduction: -1 mark / day (for the whole team)**