**Create an advertisement for a product or service of your choice**. Whether you choose to advertise a cellphone, a car, a breakfast platter at a diner, a vacation package, a gimmicky kitchen tool, a video game, membership to an online dating service, a new TV show or movie, the grand opening of a new clothing store, an album, or some other idea (check for approval), the requirements are the same.

**Prepare to present your advertisement in the format of your choice**, but you must submit a ***typed copy*** of your text as well. You could make a TV commercial, radio commercial, large poster/billboard, detailed magazine ad, digital advertisement, brochure, or some other format (check for approval). Look to real-world examples of advertising for inspiration, and mimic existing styles of advertising if you wish.

**You must work in a group of at least two, but no more than five people**. This is your marketing, development and research team, and each member must actively contribute to the written portion and the presentation. Creative efforts can be split as decided by the group. Divide your work fairly, and edit each other’s work throughout so there are no surprises or uneven contributions at the end. Remember, the weakest team member’s contribution will be what defines YOUR grade, so don’t be “that person”!

Use your best Spanish. This will showcase many skills you have learned. For ***each* of the required elements** listed, show me a **minimum of 3 examples per group member :**

1. Explain and describe what the product or service is, and what features might attract the potential buyer. This should be **descriptive sentences in present tense**, and will prominently feature **nouns** and **adjectives** (with an included **glossary** for words we haven’t covered in class).
2. Create feedback from previous customers and/or experts. *Customer* r*eviews* should tell what a customer’s experience was in using the product, while *expert reviews* help inform the audience how the product did in tests against the competition. *Testimonials* should be brief narratives explaining what people used to do before they discovered your product, and how things are different/better now. This portion will prominently feature **imperfect** and **preterite**.
3. Finally, tell the audience what you want them to do as a result of this advertisement. This should include several of each **affirmative** and **negative commands,** and might also feature some more subtle ways to persuade the reader or listener to act (e.g., *deber, hay que, es importante que*)

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| --- | --- |
| **Appropriate length & effort** | **1 2 3 4 5**  **Below minimums/looks “last minute” Appropriate length for 2-5 people for 1 week** |
| **Spanish accuracy & correctness** | **1 2 3 4 5**  **Lots of errors, not “3rd Quarter Spanish 2”-level >90% error free, good use of Spanish skills** |
| **Clear communication, easy to understand message** | **1 2 3 4 5**  **Wait, what are you selling again? I’m an expert after hearing this advertisement!** |
| **Polish & finesse, group cohesiveness and cooperation, “extras”** | **1 2 3 4 5**  **Does not flow well, seems badly planned SHUT UP AND TAKE MY MONEY!!!** |

TOTAL SCORE (as a “test” grade): \_\_\_\_\_ /20

DUE AT (OR BEFORE) THE *BEGINNING* OF CLASS ON **THURSDAY, MARCH 20, 2014**