**30 second Ad Plan**

1. What is your Subject: What are you trying to sell?(describe service or product)

2. Who is the Audience (teachers, adults, young students in K-2, middle school students) ?

3. How do you plan to get their attention? What is the purpose of your ad?

4. How will you get your message across? What is the main part of your ad which will get people's attention and explain what you are selling?

5. Explain the type of media you are going to use? Examples:

Video or radio commercial.

Explain why are they best for getting people's attention on your product?

6. Brainstorming ideas of what your ads will look and sound

like.

7. When you finish your brainstorm go to Mr. Bosma’s teacher page under documents called story boards to plan each scene of your commercial.