

Make your own Advertisement

Book Report



Create your own advertisement! You should imagine that your job is to sell the novel that you have just read, and in order to sell the novel, you need to create an advertisement. Your advertisement may be a poster, newspaper ad, or a commercial that is going to be played either on the radio or TV – your choice!

What should you include in your advertisement? (Include all of these!)

- ☆ A summary of your story – make sure that it is catchy to grab your audience, but does not give away the ending or story surprises
- ☆ Give details about one special character, or explain why the setting is special or important to the story
- ☆ Explain why people should buy this book
- ☆ Who would love this book?
- ☆ How much does the book cost?
- ☆ Where can people purchase the book?
- ☆ Include at least one quote (you may make it up!) from someone who recommends the book. *(Example: "This book is the best book that I have read in over 10 years because I loved the main character. The young boy, Matt, was strong and courageous, and will be loved by all!" - Mrs. Langsdale, 4th grade teacher)*

How do I make my advertisement?

- ☆ TV Commercial:
 - You will turn in your commercial by emailing it to me . You can do your commercial anywhere, and you may have friends or family in the video. Your commercial should be between 2-5 minutes long.
- ☆ Radio Advertisement:
 - You will turn in a radio advertisement by emailing it to me. You may include friends or family in your audio recording, and should make sure that your words and voice are interesting so that you keep your listener's attention! Most phones have voice memo. (2-5 min. long)
- ☆ Poster or Newspaper Ad:
 - Your poster or newspaper ad should be colorful and very neat! You should have a colorful background and at least one illustration. Your poster or advertisement should attract people's attention.

Make your own Advertisement Checklist

Before you turn in your advertisement, make sure that you have included all of the following things:

- ☐ A summary of your story – make sure that it is catchy to grab your audience, but does not give away the ending or story surprises
- ☐ Details about one special character, or an explanation of why the setting is special or important to the story
- ☐ Why people should buy this book
- ☐ Who would love this book?
- ☐ How much does the book cost?
- ☐ Where can people purchase the book?
- ☐ At least one quote (you may make it up!) from someone who recommends the book.
- ☐ *If you are doing a TV commercial*, you should *email it to me*. I should be able to hear your voice, and you should be in an interesting costume with an interesting background.
- ☐ *If you are doing a radio commercial*, you should *email it to me*. I should be able to hear your voice, and you should make sure that your words and voice tone keep your listener interested in your commercial.
- ☐ *If you are doing a poster*, your poster should be very neat, easy to read, colorful, have at least one illustration, and should attract attention.

Advertisement due: _____

