Super Bowl Commercial 2010

[](http://rds.yahoo.com/_ylt=A0geu6U9cYhJ6ioA4PlXNyoA;_ylu=X3oDMTBzYzBlYzNtBHNlYwNzYwRjb2xvA2FjMgR2dGlkA00wMDJfODY-/SIG=1o8c5da1a/EXP=1233765053/**http:/images.search.yahoo.com/images/view?back=http%3A%2F%2Fsearch.yahoo.com%2Fsearch%3Fei%3DUTF-8%26p%3Dnew%2Bpepsi%2Blogo&w=120&h=120&imgurl=www.antennaballworld.com%2Fbin%2Fimg%2Fproduct%2F0000188_pepsi_pop_soda_diet_coke_antenna_balls_toppers_drink_idol.jpg&size=3.8kB&name=0000188_pepsi_pop_soda_diet_coke_antenna_balls_toppers_drink_idol.jpg&rcurl=http%3A%2F%2Fwww.antennaballworld.com%2Fcatdis.php%3Fcat%3D0004&rurl=http%3A%2F%2Fwww.antennaballworld.com%2Fcatdis.php%3Fcat%3D0004&p=new+pepsi+logo&type=jpeg&no=2&tt=265&oid=560b5c3745932be6&tit=0000188_pepsi_pop_soda_diet_coke_antenna_balls_toppers_drink_idol.jpg&sigr=11jdjc1ok&sigi=13eam8m95&sigb=11om22gp7)

Super Bowl commercials are always highly anticipated. Companies will spend millions of dollars to for thirty seconds of airtime. It always seems that companies save their most unique and creative commercials for this time of year. Today, you are going to create a commercial for a major companies. We’ll choose who gets what company, but the following is required:

1. **At least 30 second, no more than 1 minute.**
2. **Must creative, not a redone commercial or copied from another company.**
3. **Shows creativity and promotes the product/company well.**

There will be a winner chosen from the commercials produced. We will poll all classes and post the videos on our wiki sites, for each vote you receive; you’ll receive 1 million in cash. Send your friends and family to the site to vote. Here’s how we’ll determine who makes the most:

1. **It will cost $100,000 for every second of commercial time, that’s 3 million for 30 seconds.**
2. **You’ll receive $1,000,000 for every vote you receive from the classes.**
3. **We’ll take the money you make from your commercial, minus the cost of airing it and determine how much money you’ve made.**

This is your chance to do whatever you think needs to be done to make a great commercial.

***Groups of 5…***

**Companies**

Nike

Coke

Pepsi

Doritos

Gatorade

Disney

Holiday Inn

Travelocity

Hertz Car Rental

Carnival Cruise

HomeAway

Universal Pictures

Verizon Wireless

ATT Wireless

Pizza Hut

Ipod/Apple

McDonalds

**Schedule**

Tues – Plan

Wed – Film

Thurs – Film and edit

Friday – edit

Monday – View and vote!

**Late – 10% off each day late**

|  |  |  |  |
| --- | --- | --- | --- |
| rubric | Yes  20 - 25 | Maybe  10 - 15 | No  0-5 |
| Time management |  |  |  |
| Creativity and persuasion |  |  |  |
| Team work – all members contributed |  |  |  |
| Appropriate use of technology |  |  |  |
| Made a profit with votes |  |  |  |
| total |  |  |  |