

Vegetarian Commercial Assignment

Quick explanation:

We just read *Nacho Loco* by Gary Soto. It is about a boy who decides to be a vegetarian because both his teacher and college-aged brother are one. As a boy who loves to eat meat, Nacho struggles with his new decision. The author doesn't reveal to us whether or not Nacho sticks with his new diet. We quickly learn that his teacher was doing it to help the planet while his brother was doing it to impress his girlfriend. This left Nacho unsure of his decision.

For a fun and challenging assignment, we are going to write radio commercial ads for a vegetarian restaurant. **Not** because Mr. Rebman is a vegetarian, which he is not, but rather to get our creative juices flowing and have fun! We will vote on our favorite commercials and the winner will get to make a radio ad using Garage Band. This ad will not be played on an actual radio station, but will be added to our website (with the permission of the student's parents).

1. Come up with an imaginary vegetarian restaurant.
2. Think of what kind of food items you would sell and what your restaurant would be like.
3. Write an ad to increase your business.

When writing an ad, keep these questions in mind:

- What's the purpose of your ad? What is it that you want to accomplish?
- What's the offer?
- Who is your target audience?
- What do you want the listener to do?
- How long will your ad be? 30 seconds? 60 seconds?

Here are some tips:

1. Have an attention-grabbing intro to get the audience's attention.
2. Let the audience know what your restaurant's name is early in the ad and throughout the ad. (Name identification)
3. Have an attractive or powerful offer to create desire. What's in it for the audience?
4. Write for the ear and the eye. Create an image for the listening audience since they can't see your restaurant or food.
5. Have a clear call to action to motivate the listener. Tell the audience what you want them to do.
6. Force a response- limited time offer. People hate to miss out on good deals! 😊

Here are some possible styles, or formats, for your commercial:

- Straight announcer
 - One voice talking directly to the listener.
 - Ask a question-
 - Have you ever.....?
 - Wouldn't you like.....?

- Dialog
 - Two people are talking. Usually once person is asking the questions while the other answers.

- Vignette
 - Short slice of life scene often illustrating a problem. For a commercial, it could be a scene of two friends doing homework with stomachs growling. They are talking about being hungry when one friend suggests they go to ...
 - The commercial then cuts to the offer
 - After the offer it cuts back to the scene with the two friends.
 - The commercial ends with a call to action
 - Invite the audience to come to your restaurant
 - Invite the audience to call and make reservations- give your phone number and or website info.

- Person on the street
 - Have your commercial done in such a way that you are interviewing people to ask them what they think about the restaurant or a particular dish. For our assignment this will be made up.
 - The people you interview share how much they love your restaurant or one of your dishes and recommend everyone else to try it too.