**Promotion Activity**

**Create a Commercial**

Scenario:

* You are top-notch, highly successful advertising executives.
* You know how to use persuasive writing in commercials, making the audience experience a wide variety of emotions

Task:

* Export a product to a foreign country (Pick a group member’s ISU product and country)
* Create a 30 second commercial with multiple characters.
* The commercial should generate a specific emotion to persuade your foreign audience.

**Get ready to Present:**

* Once the groups have created and practiced their advertisement, it is time to perform.
* Each group takes a turn presenting their commercial.

Have fun!

