Cereal Box Commercial

Students will share their cereal box project by doing a 30 second to 1 minute commercial for their cereal. These oral presentations will be made on **Tuesday, April 14th and Wednesday April 15th**. The cereal boxes are due on Tuesday, so I recommend having the oral presentation ready on that day, since students will be picked randomly to present their commercial. Students should practice their commercials at home.

The goal is to make other students really want to buy the cereal (read the book). Use the following guidelines for writing the commercial:

- Share exciting elements from the book – the problem, important scenes, interesting characters, etc. – Don't just use opinions words (exciting, great, best, etc.) when trying to "sell" your product
- Be energetic and dynamic! Try to convince the audience to buy the cereal whether you liked the book or not.
- Cereal has nutritional value and is "good for the body." Tell your classmates why this book would be good for them!
- (Optional) Be a character from the book to help you "sell" your product.

This sheet is only for planning purposes. If you prefer to type your commercial or write it on index cards, that is fine. You will not need to turn in a draft of your commercial. Your grade on this part of the project will be based on how well you present your commercial to the class.