

Infomercial Task Sheet IBSC 2019

Title:

Anxiety Infomercial

Time:

10 minutes to prep and rehearse.

What you need to do:

You need to create a short infomercial selling Anxiety as a product.

Steps to success checklist:

1. Create a flashy entrance introducing the product of 'Anxiety'
2. Have a presenter/s Deliver to the audience 3-4 features of life that may make someone happy.....remember positives are the negatives and vice versa.
3. Introduce the product.....use any item in the room as the packaging.....sell to the audience 3 features of anxiety.....remember that even though these are negatives your brain makes them out to be positives and convinces you that they are what you need.
4. Have someone from your group be interviewed by the presenter/s as a 'happy customer', they have tried the product and it worked for them.
5. Sell the product for its bargain price. It usually retails as.....but today you get the bargain price of.....
6. Conclude your infomercial with tag line.