

Television commercial

1. Divide participants into teams of no more than 6 members.
2. Ask each team to create a thirty second TV commercial that advertises their group and what it offers to the entire PL__ class and to the residency program in general.
3. Your commercial should contain a slogan and visuals. (e.g., “Coke’s the real thing” or “Just do it”)
4. Utilize the items available to you in the room to make a visual product to show while presenting your commercial to the entire group. A team may act out the commercial if they choose to.
5. It must be a product of each group member’s ideas.
6. Before the teams begin, discuss the characteristics of well-known commercials to stimulate creativity (e.g., use of a well-known personality, humor, sex appeal).
7. Ask each team to present their product. Praise everyone’s creativity.