

LESSON: “Advertising 101: Principles of Presentation Success”

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OVERVIEW

Students will learn how to make an effective presentation using six principles: Simplicity, Unexpectedness, Concreteness, Credibility, Emotions, and Stories.

CONCEPTS

Reporting, presentation, presentation tools, advertising

TIME REQUIRED

One forty-five minutes class period

GRADE LEVEL

Junior High

OBJECTIVES

Students will be able to:

- Organize information into a compelling oral presentation
- Identify principles of presentation SUCCEsSs: Simplicity, Unexpectedness, Concreteness, Credibility, Emotions, and Stories¹
- Anchor the lesson in the Reporting part of the Research Cycle

MATERIALS

- Computers with internet connection and DVD drive
- 6 commercials on DVD that illustrate six principles: simplicity, unexpectedness, concreteness, credibility, emotions, and stories
- Drawstring bag
- Small piece of paper for every student

¹ Heath, C. and Heath, D. (2007). *Made to Stick: Why Some Ideas Survive and Others Die*. Random House: New York.

- Props
- Dress-up clothes
- Puppets
- Six principles worksheet
- Video Camera (optional)

PREPARATION

Make sure the commercials are ready to be shown and that the computer/DVD player is working properly.

Have small pieces of paper for every student ready for them when they walk in the door.

Have video camera ready to go (if videotaping).

PROCEDURE

1. Have every student write down things they'd like to buy if they had the money and put them in a drawstring bag
2. Have students watch 6 commercials
3. Ask students in large group discussion to list things they remember about each commercial
4. Explain the SUCCEs principle of presentation success. After discussing each, have students match the things they remembered from the six commercials to the principles.
 - a. Simplicity: Find the core of what you want to talk about. Be able to summarize what you're talking about in one sentence.
 - b. Unexpectedness: Break people's attention. Surprise gets people's attention and interest keeps our attention.
 - c. Concreteness: If you examine something with your senses, it's concrete.
 - d. Credibility: The power of vivid details. Contextualize your presentation in human, everyday terms.
 - e. Emotions: Appeal to what people are interested in.
 - f. Stories: There are 3 main plots to every story—challenge, connection, and creativity. Challenge stories involve daunting obstacles, Connection stories

involve people who develop relationships that bridge a gap, and Creativity involves people who solve a problem in an innovative way.

5. Break students into teams of three or six students, depending on the size of the class. (There should be about 3-4 teams total).
6. Have each team pull a piece of paper out of the bag.
7. Instruct students that each team will be making a 2-3 minute (tops) commercial for whatever item they pulled out of the bag. Each person on the team is responsible for incorporating one to two of the SUCCEs principles into the commercial (one to two items depending on whether the team is 3 or 6).
8. Give students 10-15 minutes to prepare their commercial. Pull out props, dress-up clothes, and puppets for them to use. (With warning, if used ineffectively, they will be taken away).
9. Each student must fill out the sheet with a description of the strategies that are used in their team's commercial.
10. Have students present commercials.
11. (Optional step) Videotape the commercials.
12. Give students six different noisemaking devices. Instruct them to make the noise whenever they see a particular strategy being demonstrated.

CLOSURE

Go over expectations of their research project presentation and review the six principles again. For homework, have them brainstorm ways that they can incorporate the different strategies for their individual presentations (on the same principles worksheet, underneath the part where they listed their commercial's strategies).

ASSESSMENT/EVALUATION

Exit Ticket: Students will have filled out worksheet with presentation strategies for their commercial.