

WORLD SALES COMMERCIAL ACTIVITY

NAME: _____

DIRECTIONS: Choose one of the projects below relating to *The Hunger Games* trilogy by Suzanne Collins.



1. Your favorite tribute needs more sponsors! Your job is to create a commercial to promote your tribute, which will air during the Super Bowl. Write a script for your commercial.

Think about...

1. What is your slogan for that tribute?
2. How would you promote him/her?
3. Would you use a celebrity endorsement or an endorsement from one of the other characters? Or footage from the Games?
4. Who are you appealing to: Capitol citizens or District citizens?

2. Create a print advertisement for your favorite tribute.

Think about...

1. What is your slogan for that tribute?
2. How would you promote him/her?
3. Would you use a celebrity endorsement or an endorsement from one of the other characters? Or photos from the Games?
4. Who are you appealing to: Capitol citizens or District citizens?

3. Write a script for a commercial for one of the gifts a tribute receives in the arena.

Think about...

1. What is your slogan for that item?
2. How would you promote it?
3. Would you use a celebrity endorsement or an endorsement from one of the characters?
4. What is the purpose of your item?
5. What group of people would it appeal to? (Who would buy it?)

4. Create a print advertisement for one of the gifts a tribute receives in the arena.

Think about...

1. What is your slogan for that item?
2. How would you promote it?
3. Would you use a celebrity endorsement or an endorsement from one of the characters?
4. What is the purpose of your item?
5. What group of people would it appeal to? (Who would buy it?)

Your project is due: _____

**MAY THE ODDS BE EVER
IN YOUR FAVOR!**