**CLASS 15: QUIZ \*AND\* In class, in groups based on your randomly assigned country, work on Commercial Pitch**

QUIZ 5: **Hand in to instructor / or email me**   
play to students at 10:05am

**SHARK TANK video: Breathometer (1:30 min)**<https://www.youtube.com/watch?v=rx8I703K2RI> **(play twice)**

**: 10 min to answer below then hand in with your name or email  
1)List 5 things that were done RIGHT for the pitch/Would ‘sell’ the idea/**

**2) List 2 things that could be improved + why**

**IN CLASS FOR THURSDAY COUNTS as HW 6 (prep for the pitch)  
REMEMBER PRODUCT WILL BE LOCKED on Tuesday**

**AT HOME you should have (or do now)**

1a)Each team member find two commercials on youtube etc **from** your group’s assigned country. Share with your group. (you don’t have to tell me the URL) For example, if you have India: two commercials for India, for an India(n) product.

**IN CLASS on a piece of paper with everyone’s name on your team: Do 1b - 6**1b)Is there anything all those from your group have in common? A characteristic of that country? **Write a group list**.

2) **Debate and Choose an American product** to pitch for your country

3)**What tone do you think you will use?** (Humor, drama, mix, etc)

4)**List as many good reasons as you can** think of why yours is an effective American product to find a market in your assigned country?

5)Research/GOOGLE ‘**OFFENSIVE TO <your country> CULTURE**: ‘  
eg offensive to South Korean culture **LIST things you now know you DO NOT want to do in your commercial** (that might offend or at least not work for your audience)

6)**SUMMARY APPROACH**: How will you pitch/how will you convince that your American product work better than your competitors’ products (including home grown to assigned country)? When done with 1-6 above: A)put onto a single sheet and take a good photo, or type into a computer/phone, B)**put ALL group member names**, and email me at:  
[Miguel.fernandez@cgc.edu](mailto:Miguel.fernandez@cgc.edu) (Gives HW6 + team that did best above will get + 1 event)

**REMAINING CLASS TIME:**

<Start to Brainstorm and plan how you think the commercial will go>

**<Best Commercial +2 to group>  
<Total scores of all pitch & commercials 0,1,2 less arguments>**