



# HANDOUT AD LIBS

Your group has the task of creating a 60-second commercial for one of the following products.

- A. The sharpest knife in the world**
- B. A book that’s so great, you don’t even have to read it**
- C. A smartphone that picks up text messages from space**
- D. A breath-powered car**
- E. A do-it-yourself MRI scanner**

In a short amount of time, you’ll need to consider the following:

What’s the name of the product?

Is there a tag line (3–12 words that become a sales slogan)?

What happens in the commercial?  
(Here’s an outline some ad agencies follow.)

1. Grab attention.
2. Why would someone need or want this product?
3. How does this product meet that need?
4. Visualize: show the results of this product.
5. What do they need to do to get this product?

You don’t have to do all (or any) of those things, but they might help.

*Before your prep time is up, talk about who’s going to perform the roles in this commercial.*

2 Timothy 3:14–17  
Psalms 119:105–112  
Hebrews 4:12  
James 1:22–25

Write your 5–10 word phrase here: