

Commercial Tips

A good commercial should. . .



1. Be attention getting.
2. Make its point.
3. Leave the viewer with a basic concept to think about.
4. Be “catchy” to help viewers remember its message.
5. Be interesting and relate to its audience.
6. Include drug-free messages without “teaching” how to use drugs, or include nonviolent activities.
7. Be creative.
8. Be persuasive.
9. Last 30 seconds to one minute in length.
10. Use visuals to enhance its message.