

## THE BEST ON THE MARKET

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**Aim:** Give Ss practice describing purpose and giving reasons for why a product is successful.

**Preparation:** Make one copy of the worksheet for every S.

**Materials:** None

### Plan

- Give each S a worksheet.
- Ss list products and reasons.
- Elicit answers. Encourage Ss to use different ways to give reasons.

### Prepare

- Divide the class into small groups.
- Explain the task. Ss compare answers and choose a product.
- Have Ss create a TV commercial for the product. Encourage them to use props to demonstrate how it works, if applicable.
- **Option:** Have Ss create a print ad as part of the same advertising campaign.

### Present

- Have groups perform their commercials for the class. Remind them to give reasons. Encourage other Ss to ask questions.
- If possible, record the performances to play later.
- **Option:** Have Ss vote on which product they would be most likely to buy and explain why.

## THE BEST ON THE MARKET

### Plan

Think of some products you would recommend. Write three products and the reasons they are successful.

	Product	Reason
1.		
2.		
3.		

### Prepare

**GROUP WORK** Compare your answers and choose one product. Then create a TV commercial. Plan a live demonstration to sell the product to the class. Be creative!

### Present

**CLASS ACTIVITY** Perform your TV commercial for the class. Give reasons why your classmates should buy the product.

**J4201**  
**14K Gold Necklace**  
**with Pendant**  
**Original Price:**  
**\$895**  
**JRN Price:**  
**\$379**

**Call now!**  
**JRN 1-800-555-2900**

