

COMMERCIAL STORYBOARD EXAMPLE

Scene 1:

Breakfast is the most important meal of the day, so why not treat yourself to the most amazing breakfast of them all – Amazing-O’s!



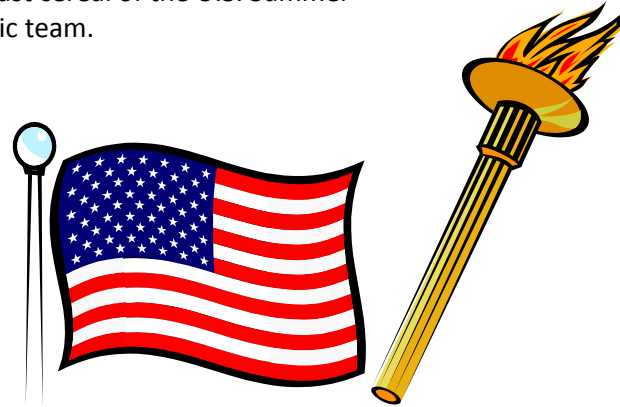
Claim: Amazing-O’s are the most amazing breakfast of them all.

Propaganda technique used: Loaded language – important, treat, amazing

Scene 2:

Amazing-O’s are the official breakfast cereal of the U.S. Summer Olympic team.

Group 1



Propaganda technique used: Symbols – American flag, Olympic torch

Scene 3:

Olympic track star, Johnny Quickstart, eats a bowl of Amazing-O’s every morning. “Amazing O’s give me the energy I need to perform my best and win the gold!”



Propaganda technique used: Testimonial – famous athlete

Scene 4:

Join all the happy, loving families who eat a healthy bowl of Amazing-O’s each and every day!



Propaganda technique used: Symbols – heart, bandwagon – all