**Casino Night Video**

In this task, you will create a commercial to advertise the new casino game that you invent and analyze.

Here's what your goal is:

1. Maximum of 5 minutes, minimum of 1 minute
2. Convince the casino to buy the rights to your game.
3. Communicate why your game is better than at least one other in the casino with evidence from your calculations.
4. Communicate how much people will want to play your game with evidence from your calculations.
5. You must be in the commercial.

Here's what your goal is not:

1. You are not a professional filmmaker, nor a trained pitchman/woman. Make sure you hit the math and selling goals without worrying about how fancy your commercial looks.
2. You should not have a huge cast of characters in your video, unless you are playing them all yourself.

**Tips**

The links below can help you brainstorm your commercial.

* New York Times: [What Makes A Good Commercial?](http://learning.blogs.nytimes.com/2013/02/06/what-makes-a-good-commercial/) [Read the comments to see what students think makes a good commercial.]
* About.com: [10 Essentials to an Effective TV Commercial](http://advertising.about.com/od/televisionandradio/a/commercialmusts.htm)
* eHow.com: [How to Make a Good Commercial for School](http://www.ehow.com/how_4897275_make-good-commercial-school.html)

*A note*: Most commercials are made to get you interested in a product in a very short amount of time. Many products have name recognition with their audience so they do not need to communicate much background information or are pure entertainment. Your commercial might need to be longer and more like an infomercial. Remember, you are trying to get the casino to buy the rights to your game.

**Infomercial Expert**

Billy Mays had a knack for conveying a lot of information to the consumer. He also convinced you that you needed this even if you already had something like it that was doing the job.

Remember - you want to convince Caesar's Palace to use your game, even though they have plenty of games that make them money. [Option: See sample Billy Mays video on YouTube.]