

**BUILDING BLOCKS STUDENT WORKSHEET**

# Creating an insurance commercial

We face risks every day, and often these risks can have a financial impact on our lives. Different types of insurance help protect people from the financial impact of different risks.

## Instructions

- 1 Select a type of insurance to focus on for your commercial.
- 2 Analyze why having this type of insurance is important.
  - Refer to the “What is insurance?” and “Types of insurance” handouts as needed.
- 3 Write a tagline capturing key qualities of your insurance solution (to make it memorable).
- 4 Write and perform your commercial.

## TIP

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It’s helpful to know that people get insurance not only to help with risks from unexpected events but also to help pay for routine things, such as annual medical checkups and dental visits.

## Featured insurance

What type of insurance will your commercial focus on?



## Analysis

List things that can go wrong that might be related to the type of insurance you chose. Then, identify why insurance would be important in those situations and what might happen if you didn't have insurance.

An event or incident that could cause you to need this type of insurance	Why this type of insurance would be important in this situation (What might happen if you didn't have this insurance?)

## Tagline

What is your main message, or tagline, for your commercial that will help people see how important this insurance is to minimizing their risk?

## Script

Write a script for a commercial that will take 30 to 45 seconds to perform. Be prepared to perform your commercial for the class. Use a separate sheet of paper if necessary.