

### Three 30-Second Commercials

#### Commercial 1: Detroit Red Wings vs. Vegas Golden Knights: March 22, 2025

*[Exciting, high-energy announcer]*

⚡ "Hockey fans, brace yourself for an epic night! The Detroit Red Wings are going up against the Vegas Golden Knights in Vegas on March 22 at 8 PM EDT.

🔥 This is beyond a game. It's a battle for a playoff spot! With Larkin and Kane dominating the effort for the Wings and Eichel and Hertl defending their turf, the arena will be on fire!

🎟️ Lovers of the adrenaline rush, get your tickets today at [NHL.com](https://NHL.com)! or watch the game LIVE on ESPN+ and Bally Sports Detroit.

The first 10,000 fans at the venue get a FREE rally towel courtesy of the Detroit Red Wings!

This is a must-watch event. Secure your seat now! – ad sponsored by Detroit Red Wings."

National Hockey League. (2025, March 22). *Detroit Red Wings vs. Vegas Golden Knights* –

*Game Summary.* NHL.com. <https://www.nhl.com/gamecenter/det-vs-vgk/2025/03/22/2024021115>

RECORDING:



Recording 1\_Red Wings Game.mp3

■ Commercial 2: FanDuel Sportsbook: \$200 Bonus on a \$5 Bet

🎙 *[Energetic sports-betting voice]*

💰 "What if a simple \$5 bet could turn into \$200 in bonus bets? It's happening NOW at FanDuel Sportsbook!"

🏀 March Madness is here, NHL playoff races are heating up, and the NBA is in full swing. This is your chance to get in on the action with the biggest sports betting offer of the season!

🔥 New users who place a \$5 bet on any game and WIN receive \$200 in bonus bets, no promo code needed! Just sign up, place your bet, and enjoy the rewards!

📲 Signing up is quick and easy! Head to [FanDuel.com](https://FanDuel.com), create an account, and start betting instantly.

🏆 FanDuel. Where Every Play Counts!

⚠ Must be 21 or older. Gambling problem? Call 1-800-GAMBLER – ad sponsored by FanDuel."

FanDuel Sportsbook. (2025, March 11). *FanDuel Promo Code: Bet \$5, Win \$200 in Bonus Bets.*

FanDuel.com. <https://www.fanduel.com>

RECORDING:



Recording 2\_FanDuel.mp3

### ■ Commercial 3: 2025 Four Nations Jerseys: Limited-Edition Collectibles

🎙 *[Dramatic, nostalgic tone]*

🌐 "The 2025 Four Nations Face-Off remains the talk of the world... now you can become part of history!"

👉 These are limited series jerseys commemorating the tournament, which saw Canada defeat Team USA in a thrilling 3-2 overtime game.

❗ This is an exciting opportunity for any hockey fan, collector, or fan of the sport to own a slice of history!

📦 Once these jerseys are gone, they will never be produced again! Don't miss this golden chance to grab an original game-worn or replica jersey.

💻 Go to [NHLShop.com](https://NHLShop.com) now and get yours before they're out of stock!

⌚ Limited stock available. Act now! – ad sponsored by Four Nations."

USA Hockey. (2025, February 21). *2025 Four Nations Face-Off – Final Results & Jersey Sales*.

USAHockey.com. <https://www.usahockey.com/>

RECORDING:



Recording 3\_Four Nations.mp3

## 反思与评价

This assignment gave me valuable knowledge on how to create compelling ads that attract an audience's interest. Overall, I learned to conduct research efficiently, ensuring my commercials were based on facts so I could use persuasive language to motivate the audience's engagement. I felt that structuring each commercial with a clear hook, focus, special offer, and call to action made my messaging strong and impactful. Additionally, and after several tries, I found that maintaining an exciting, conversational tone was essential in making the ads sound compelling rather than robotic. I struggled with this at first and feel I could improve this portion of the assignment. Overall, this project helped me practice copywriting and verbal delivery skills critical in marketing and broadcasting.