Laundry Detergent Radio Commercial

Why do we buy the laundry detergents that we do? Is it the effectiveness of the detergent, the price or the clever marketing?

You task is to examine your lab group's petri dish and determine what detergent is the most effective at breaking down the Jello, then, you need to create a 30 second radio commercial that will be played live to the class the next time we meet. Your commercial should focus on the science behind detergents such as the inclusion of enzymes.

Your commercial will be graded by 1 student and myself using the following criteria:

- Voice (tone, inflections, volume, clarity) _______ / 5
- Use of scientific information to support the product _______ / 5
- Brief explanation of how enzymes work _______ / 5
- Length (< 28 sec. = 3 pts, 30 sec. = 5 pts, >32 sec. = 3) _______ / 5
- Inclination to purchase product (no = 2 pts., maybe = 3 pts., yes = 5 pts) _______ / 5

TOTAL _______ / 25