



## *Project Mayhem*

*Alone or with one partner, create a new scenario and script for a new “Mayhem” Allstate commercial. It should be a combination of at least two of the insurance types we covered in class; home, life, or auto (Just don’t tell, keep it a secret until the very end...I’ll explain later!)*

**Step 1:** *After seeing examples of the Mayhem commercials, brainstorm some original, creative, humorous storylines and decide on the insurance types you will include.*

**Step 2:** *Choose an idea and actually write the scenario and script for the commercial. Be sure to include a list of characters, setting(s) and props that would be necessary to recreate this idea. This should be neatly written or typed.*

**Step 3:** *Construct an actual 3-D Accident Scene that depicts your Mayhem scenario and script. Be creative and use such things as Lego’s, little people, action figures, Polly Pockets, clay, etc. to*

*create your scene. The base of your scene can be a board, shoebox, or some other creative object I haven't thought of...surprise me!!*

*The scenario, script and 3-D scene will be due on \_\_\_\_\_.*

**NOTE:** *We will be using them in class for a final insurance graded assignment. DO NOT SHARE your project with anyone else. Do your most creative work. You will be given some class time to develop your ideas but the construction of the scene is to be completed outside of class. This is worth 100 points.*