

## Why do we work so hard? – Comparing Commericals

**1. Why do you / we work so hard?** List some reasons.

We work so hard in order to .....  
 because .....  
 so that .....

 **2. Watch the two commercials.** Fill out the Commercial Analysis Form below.

Watch again. Note the differences in language. What are the similarities in language?

Commercial One	Commercial Two
“for stuff”	“for dirt”
	“locally”
“crazy-driven”	
	“to keep this stuff out of landfills”
“you create your own luck”	
	“giving a damn”

**3. Listening.** Watch again and fill in the blanks in the transcript below.

**4. Activity.** Re-write the transcript to make your own commercial. Read or perform for the class and share your own version! Use the transcripts below to guide you.

## **Cadillac**

"Why do we work so hard? For what? For this? For \_\_\_\_\_?"

Other countries they work, they stroll home, they stop by the café. They take \_\_\_\_\_ off. .... Off.

Why aren't you like that? Why aren't we like that?

Because we are crazy-driven, hard-working \_\_\_\_\_, that's why. Those other countries think we are nuts. Whatever... Were the Wright brothers insane? Bill Gates? Les Paul? Ali? Were we nuts when we pointed to the moon? That's right. We went up there and know what we got? \_\_\_\_\_. So we left. Got a car up there, left the keys in it. Do you know why? 'Cuz we're the only ones going back up there, that's why.

But I \_\_\_\_\_.

It's pretty simple. You work hard, you create your own luck, and you've got to believe anything is possible. As for all the \_\_\_\_\_? That's the upside of only taking two weeks off in August. N'est-ce pas?"

## **Ford**

"Why do I work so hard? For what? For this? For \_\_\_\_\_?"

Other countries they work, they stroll to the market and buy locally grown \_\_\_\_\_. Locally.

Why aren't we like that? Well, more and more of us are like that.

Because we are crazy entrepreneurs trying to make the world \_\_\_\_\_. Some people might think we are nuts. Whatever ....

Me? I collect food scraps from restaurants, manure from zoos. Manure. Do you know why? To keep this stuff out of \_\_\_\_\_. To use it. To make good rich dirt. That's why.

Yeah look. It's pretty simple. You work hard, you believe that anything is **possible**, and you try to make the world better. You try. As for helping the city grow good, green, healthy vegetables? That's the \_\_\_\_\_ of giving a damn. N'est-ce pas?"

## **Answers:**

### **Cadillac**

"Why do we work so hard? For what? For this? For **stuff**?"

Other countries they work, they stroll home, they stop by the café. They take **August** off. .... Off.

Why aren't you like that? Why aren't we like that?

Because we are crazy-driven, hard-working **believers**, that's why. Those other countries think we are nuts. Whatever... Were the Wright brothers insane? Bill Gates? Les Paul? Ali? Were we nuts when we pointed to the moon? That's right. We went up there and know what we got? **Bored**. So we left. Got a car up there, left the keys in it. Do you know why? 'Cuz we're the only ones going back up there, that's why.

But I **digress**.

It's pretty simple. You work hard, you create your own luck, and you've got to believe anything is possible. As for all the **stuff**? That's the upside of only taking two weeks off in August. N'est-ce pas?"

### **Ford**

"Why do I work so hard? For what? For this? For **dirt**?"

Other countries they work, they stroll to the market and buy locally grown **food**. Locally.

Why aren't we like that? Well, more and more of us are like that.

Because we are crazy entrepreneurs trying to make the world **better**. Some people might think we are nuts. Whatever ....

Me? I collect food scraps from restaurants, manure from zoos. Manure. Do you know why? To keep this stuff out of **landfills**. To use it. To make good rich dirt. That's why.

Yeah look. It's pretty simple. You work hard, you believe that anything is **possible**, and you try to make the world better. You try. As for helping the city grow good, green, healthy vegetables? That's the **upside** of giving a damn. N'est-ce pas?"



Name: \_\_\_\_\_

Date: \_\_\_\_\_

Television Commercial Analysis Form

	<b>Product Name</b>	<b>Target Audience</b>	<b>Hooks used</b>	<b>What is the message?</b>	<b>Effective? Why? Why not?</b>
1					
2					