

**ETC:** (kinesthetic / sensory / perceptual / affective / cognitive / symbolic / and creative): **K, P/A, C/Sy, Cr.**

**MDV:** High Complexity / Low Complexity, Structured / Unstructured, Fluid materials / Resistive materials: **HC, U, F/R**

**Materials:**

Various 2-D materials, paper, construction paper, markers, a small cardboard box (a shoe box would be appropriate)

**Procedure:**

1. Begin by taking about commercials / infomercials and what information is provided about the product. Talk about with the client the importance of the name of the product, features, price, who uses it, how to use it, warnings, etc. Just like commercials you are advertizing the new 2008 (insert client's name here). What are some of the features that make the 2008 model different from the 2007 model? Focus on what new behaviors they are trying to learn, old ones trying to get rid of, new coping skills, and treatment goals.
2. Decorate the box to be the packaging the 2008 (insert client's name here) is sold in. Use a variety of media to make the package stand out.
3. After decoration is complete "film the commercial" in the cheesiest way possible to sell the product. Have the individual share what the product is, the features, the price, and what distinguishes it from last year's model. This is a chance for the individuals to play it up and act for the audience.

**Possible questions for processing:**

Why would I want to buy the 2008 version rather than the 2007 version?

What are the feature that makes this product unique? Can the product be upgraded later?

Does the product come with any attachments? How would you market this product?

What are the plans for the 2009 model?

**Rational:** Self exploration, focus on positive changes the client has made,

**Adaptations:** Use a figurine or clay to build a version of the product. Have costumes or other props for the commercial.

**\*\*Thanks to Alexa Hart for sharing this intervention with me\*\***