# Activity: Case for Insurance

### For this Activity, create an ad to inform your peers about the value of purposefully managing potential risks to minimize unexpected costs later. Your instructor will provide more detail about the ad style and how the ad will be shared with your peers.

Directions

Create a 30- to 60-second ad to convince your peers of the value of purposefully managing potential risks to minimize unexpected costs later. Your ad should make a case for having insurance coverage and also include other risk management strategies that were presented in *the lesson, Managing Risk*. Use research and your group work imagining a world without insurance to brainstorm a list of reasons to be insured.

Your ad can be in any of the following formats : radio ad, print ad, skit, television commercial, infomercial, or music video.