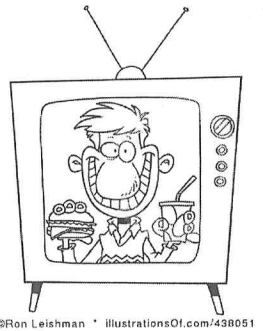


Goal Setting Unit: TV Commercial

You will be required to come up with a product or service that will help people achieve their goal. Using specific advertising techniques, you will need to persuade the audience that they need your product in order to achieve their goal.

A video ad requires you to produce a commercial that is 30, 45 or 60 seconds in length. You are responsible for the sound effects, props, and costumes that you will need for your filming dates. Remember rehearsal pays off!



You must choose one of the following goals below for your commercial:

- Reduce the clutter – get organized!
- Be more positive
- Read more
- Reduce the amount of time playing video games or on the computer
- Eat healthier
- Get more exercise
- Get outside more
- Volunteer more often (PSA)

Ad Technique

(see note in your binder for explanations)

- Nostalgia
- Bandwagon
- Transfer/Fantasy
- Humour
- Sense Appeal
- Statistics
- Emotional
- Testimonial



Guidelines for Designing a Video Ad

Television is terrific at storytelling, and humor is an effective device for getting people's attention. Television is very effective in generating feelings and illustrating actions and behaviors, and not so strong in communicating specific facts. Here is how to make an effective commercial

1. Find a way to get the viewer's attention within the first 2-5 seconds.
2. Make your ad visually exciting. Viewers watch TV for the visual stimulation.
3. The need to condense messages often makes it necessary to use stereotypes and metaphors drawn from the world of everyday life.
4. Use no more than 65 words for a 30-second ad. A 30-second ad has only 28 seconds of audio.
5. Without a script, individuals may interpret your plan for visuals differently.
Prepare a storyboard for your ad before going into production. Use as many frames as needed to convey the main visual ideas of the ad.
6. The number of scenes should be planned carefully. You don't want too many scenes because this tends to confuse the viewer.

Storyboard

Goal Setting TV Commercial

SCENE DESCRIPTION

Point form notes about what happens in this scene

FIGURE IMAGES

Sketch what will happen in this scene

SOUND EFFECTS/

MUSIC, OTHER

1)

2)

3)

4)

5)

6)
