



MAKE A COMMERCIAL

Estimated Time: 2-3 hours

Guiding Question: What strategies/techniques are used in television/online advertising to persuade potential customers to desire to purchase a product or service?

Concepts: Film-making; storyboards; camera shots; angles and movements; advertising techniques; script writing

Lesson Description: You will learn how to film and edit a 30-second commercial that persuades the target audience to purchase/desire a product

Materials and Resources	Learning
<ol style="list-style-type: none"> 1. Computer 2. Paper, pencils, etc. 3. Some form of video recording device (digital video camera, iPad, etc.) and film editing program (Movie Maker, iMovie, etc.) 	<ul style="list-style-type: none"> • To examine the process involved in creating a TV advertisement, in order to learn how to create our own 30 second commercials

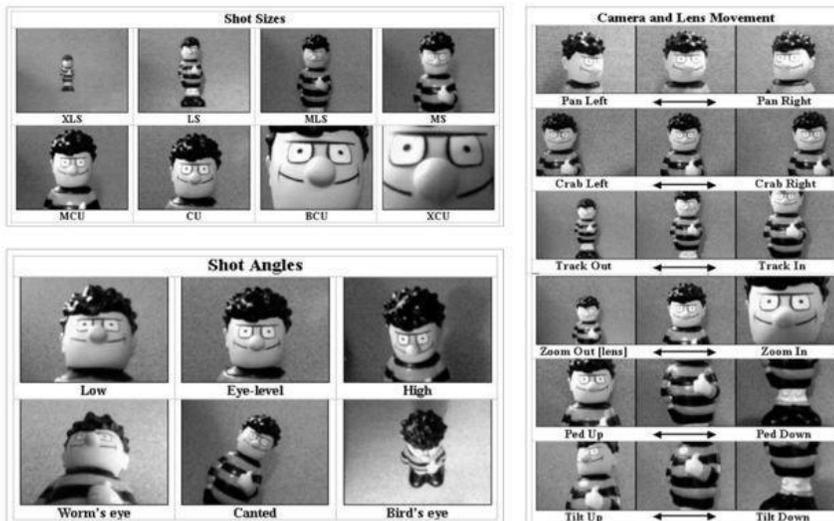
Module Content

Part A - Camera Shots, Angles and Movements

The *Camera Shots, Angles, and Movements* chart below is a visual guide for your reference. Use a digital video recording device (e.g., iPhone, iPad), to demonstrate how the camera operator would accomplish each type of shot/angle by positioning or moving the camera in relation to the objects being filmed (e.g., a camera being placed high above objects for a bird's eye view). This hyperlink might help you!

<http://www.jasonohler.com/imageLib/CameraShotsAnglesMovement%20copy.jpg>

Camera Shots, Angles and Movement



Activity

Go through your previously completed storyboard and make notes of the camera shot/angle on the top left of each Storyboard box.

Part B - Who is Your Target Demographic?

All advertising we encounter is designed by teams of people who specialize in understanding how to sell specific products to specific groups. In order to do this, advertisers have to know who it is they are advertising their product to, or their target demographic - the gender, age, or culture, etc., of their potential customers. If advertisers get things right, they see a huge return on their advertising costs; if they get it wrong, these costs have been wasted advertising to the wrong group of people who won't buy the product.

Activity

Define your target demographic, including age and other relevant details.

Who are the customers you are advertising to? Who are the people that will purchase your product? Why will these groups of people buy your product?

Part C - Advertising Techniques

The teams of people who create advertisements use a number of tricks to make their commercials more effective so companies will earn better profits. For fun, work with your friends and see if you can figure out the advertising strategies (found on the last pages) used in a commercial you have seen which would fit each technique.

Activity

You will come up with 3 different concepts for your commercials completing the following elements:

1. Ad strategies used;
2. Description of beginning-middle-end of commercial;
3. How you will use these ad strategies to sell your product?

Part D - TV Commercial Script Writing

For television commercials, advertisers have 30 seconds to tell the viewer about their product and convince them to buy it. The most basic format of TV commercial involves an announcer reading 30 seconds of copy (the words of the script) alongside synchronized video of the product. You will be writing a script for your commercial, consisting of two elements: the video (what will be shown on screen) and the audio (announcer's voice, dialogue, sound f/x, music). You can keep your commercial basic (announcer reading alongside video), or get more creative with it. You can borrow ideas from other commercials you have seen.

Activity

You will write a script and include notes on what happens simultaneously in the video. We suggest you keep the audio and video instructions side-by-side on a chart so it is easier for you to follow. Time your script to ensure it is 30 seconds in length (can be 28.5 seconds to allow for fade-in/fade-out of commercial but cannot be longer than 30 seconds, or shorter than 28.5 seconds) and that it is appropriate for the target audience.

Part E - Planning Your 30-Second TV Commercial

A TV commercial can be produced by completing the following steps:

Step 1

- a. Learn all that you can about the product and company
- b. Understand who your target demographic is

Step 2

- a. Review Advertising Strategies list
- b. Map out 3 initial concepts (quick beginning-middle-end breakdown of what will happen in the ad; What key points about the product/ company will be included? How will specific Advertising Strategies be used to sell your product?)

Step 3

- a. Write the Script (Use a Visual/Audio graphic organizer)
- b. Time the Script (is it 30 seconds, or too short/long?)
- c. Check that the script targets the appropriate demographic groups

Step 4

Storyboard: Complete a story outline – quick sketches of characters, setting, description of main events/actions, camera shots, angles, and movements, and audio to be included.

Step 5

Film the commercial using your script and storyboard to get all of the video and audio needed. Edit the video and audio using your preferred video editing program (iMovie, Windows Movie Maker, etc.). Make sure it is 30 seconds long when done!

Advertising Strategies

Avante Garde

Suggesting that if you have this product, you are forward-thinking

Bandwagon

Suggests that you don't want to be the only one without the product; be like everyone

Call to Action

Stating, "Buy today"/"Order now", so there is no doubt about the next step for you to take

Celebrity Endorsement

A famous singer/actor shown using the product, so their fans will buy it

Claim

Showing how the product works, or what it will do for you

Credibility/Expert

A doctor or scientist in a lab coat, speaking to you about a new pain medication

Emotion

A sad song and images of puppies, while asking for donations to animal shelters.

Facts & Statistics

Rated Best-in-Class Fuel Economy with 19.5 Miles per Gallon; 4/5 people prefer...

Fear

Without this product, all of the things you worry about will happen (burglary; body odour, etc.)

Games & Activities

Putting an ad in the form of a game, to make it fun for you, then you regard the product as being fun

Humour

Making you laugh, as a means of you remembering the product, or telling others about the funny ad

Hype

Words like "Amazing" and "Fantastic" are used to get you excited about the product

Limited Time Offer

You have to act quickly to get this product before it's too late, and you miss out

Must Have

Suggesting that if you don't buy the product, you won't be beautiful, popular or happy

Patriotism

Appeals to the love of your country; like drinking Tim Horton's at a hockey rink

Plain Folks

Suggests the product is practical, for everyday use by ordinary people

Prizes/Free Gift

Offering a chance to win something great, or get a bonus item, if you buy the product

Repetition

The message is repeated so that you will remember it; could be a slogan

Sales/Price

Displaying the original price, and the new lower sale price to make you feel like you are getting a bargain

Sensory Appeal

Appealing to your 5 senses through the use of visual and audible stimuli - like a frosted glass with a fizzy soft drink

Snob Appeal

Suggests that the product is for high-class members of society with luxurious taste; product is a status symbol

Special Ingredients

"Beef raised without hormones or antibiotics"; "Now with Quinoa"; "No Saturated Fats"

Testimonials

People who have used the product provide proof that it works, and convince you to try it for yourself

Transfer/Association

Using cartoon characters to try to get you to transfer your feelings about the character to the product