

COMMERCIAL NOTES

Advertising – a marketing tool that helps sell brands of products and helps to build confidence in companies and institutions. It conveys accurate and compelling information about the brand or company and institution. (Sometimes, this is not the case, and advertising is misleading.)

Four Characteristics of Advertising

1. It is paid for by an organization or individual.
2. It is persuasive.
3. It has an identifiable sponsor.
4. It is carried in a medium (TV, print, internet, radio)

ADVERTISING PROCESS

- I. Study the product
 - A. What's unique?
 - B. Why is it better?
 - C. How can it be positioned amongst the competition?

- II. Identify and study the target audience.
 - A. Who likes this type of product?
 - B. How will the target audience use the product?
 - C. How can the product gain recognition from the target audience?

- III. Design an advertising campaign
 - A. Reach largest number possible in target audience
 - B. Reach target audience at lowest cost
 - C. Motivate audience to action – buy product, vote for candidate, etc.

TELEVISION ATTRACTS LARGEST PERCENTAGE OF NATIONAL HISTORICALLY, ADVERTISING DOLLARS. NO OTHER MEDIUM CAN REACH A LARGER OR MORE DIVERSE AUDIENCE WITH A NATIONALLY ADVERTISED PRODUCT. IN 2017, IT IS NOW EXPECTED THAT DIGITAL ADVERTISING ONLINE WILL SURPASS TELEVISION FOR THE FIRST TIME.

PERSUASIVE DEVICES

1. Testimonial – a famous person or believable person promotes or says he or she is committed to this cause. (Example: CW stars “Don’t text & drive”, Michael Jordan – Nike)
2. Humor – the use of comedy to promote a cause. (Example: Geico)
3. Plain Folks – common people say it is a good cause, so you are supposed to think they are honest like you are and are telling you the truth. (Example: Legoland commercial)
4. Bandwagon – everyone is joining or doing it, so you should too. (Example: beer commercials)
5. Transfer – associating one positive thing with another, different thing. (Example: Olympics and McDonald’s)
6. Urgency – there is no time to delay. HURRY! RUN! (Example: Labor day sales, car sales)
7. Heartstring – an appeal to your emotion. You feel guilty if you don’t contribute to the cause. (Example: Feed the children, animal shelters)

COMMERCIAL PROJECT

Product

1. Must be a real product.
2. Must be able to bring product to school
3. Must be able to shoot commercial on Campus around F & G Buildings.
4. Must be approved by teacher.

Grading

Group Grade:

- creativity
- writing/storyboard
- shooting/edit-in-camera
- group involvement

EDIT-IN-CAMERA TIPS

- don't turn camera off between edits
- wait 2-3 seconds each time before recording scene/audio
- tape it several times, cue up to best copy
- pre-roll