

CTEC Media Level 3 (Double award)

Please complete the below work in preparation for your start at Franklin this September.

This work should be brought with you to enrolment and your first day at Franklin.

If you aren't attending enrolment on site please just bring this when you first come to the college in September.

An **advertising campaign** isn't just one type of advert, it is **all** of the adverts that would be used for a particular product. **For example**; if Cadbury was releasing a new chocolate bar, it would be advertised on TV, Online, Radio Adverts, Bus Stop Ads and social media. The implementations of these different forms are what make up a 'campaign'.

TASK – IDEA FOR A NEW ADVERTISING CAMPAIGN

1. Choose one product type (you can pick one that already exists or make up your own new product)
 - a. Perfume / Fragrance
 - b. Food Item
 - c. Charity Advert
2. Come up with an idea to market your product across a range of platforms (e.g. a TV advert & a poster advert for bus stops, billboards, magazines etc). The aim of a campaign is to have a clear message and brand identity that runs across all the different types of advert e.g. use the same slogan, use the same colours etc
3. Write up your plan answering the following questions. It's up to you how you produce the work as long as you cover all the questions. Work in whatever way is easiest for you right now.
 - a. What product have you chosen and why?
 - b. What forms of advertising will you use? (You need to do at least a video and a print based advert)
 - c. What would happen in your TV advert (explain the beginning, middle and end)? – Describe what we will see and hear throughout your TV advert.
 - d. What would your billboard look like? (maybe add in some sketches or examples) – think about what colours you would use and why, what fonts would you use and why, what photograph/images you would use and why
 - e. What similar adverts / products exist and how have you been inspired by them? (add images of existing adverts here).
 - f. Who are the adverts aimed at (audience)? – think about demographics (age/gender split), Geo-demographics (Regional, National & Global) and Psychographics (explain other interests your audience might have)
 - g. How will the adverts appeal to this audience?
 - h. What potential Regulation issues (ASA) could you encounter? – If you have internet access then go to this link for the ASA regulations - <https://www.asa.org.uk/codes-and-rulings/advertising-codes/broadcast-code.html> I recommend looking at codes 1, 2 & 3 and then picking out 2-3 more codes that relate to what your advert will contain.

TASK – DESIGN NEW ADVERTISING CAMPAIGN

Now you have developed your ideas, you need to show what your advertising will look like. Usually, in class this would be made as videos and design work, using our own photography. For this task, you are going to show what the advert(s) would look like by developing a storyboard for the video, and some sketches for the print adverts. You can use the 'storyboard that' website <https://www.storyboardthat.com/> to develop your storyboard, it should be around 4 pages for a 30 second TV/Online advert. If you want to hand draw your storyboard you can do that – use the template and example below as a guide.

Shot / Visuals	Duration	Camera Instructions	Soundtrack / Dialogue	Story & Mise-En Scene
	10 seconds	Start on close of man's face. Camera zooms out and tracks backwards to reveal mid shot of the man walking down the street.	Upbeat non-diegetic music playing over the scene	Man walking down the street. He is happy and enjoying his day.

When you have done this, you need to sketch out some print based advertising, you need to draw what your magazine advert would look like, and then any other print based advertising you have planned (billboards etc). You don't have to colour them, they can be rough concepts - you are not graded on you drawing ability, as long as I can make out what they are.