

PROJECT FIVE: VIDEO ADVERTISEMENT

Goal

- Create a storyboard for a video advertisement tailored to your client.

Overview

In this project, you will develop a script and storyboard for a commercial for your client. The advertisement should either promote an event the business is planning to host or highlight a product the business wants to feature.

Follow the below steps presented in this guide to take your commercial from idea to final cut:

1. Define Your Purpose and Audience

Your purpose and goal determine the tone, message, and structure of your video advertisement. Your audience is equally important to your advertisement. You must understand who the members of your audience are, what they care about, and how your product or service fits into their lives.

2. Sequence

The first few seconds of your commercial are critical. Audiences quickly decide whether to keep watch or scroll away, so your video must grab their attention at the beginning with a hook. Eye-catching visuals, humor, or surprising moments make great hooks.

3. Introduce the Product

Establish the need for your product by presenting a problem the product solves. After capturing the audience's attention, quickly introduce the conflict and offer a clever way your product can resolve the conflict.

4. End with a Clear Call to Action

Your call to action encourages your viewer to perform a specific action. This could include visiting a website, downloading an app, or making a purchase. Your call to action should be clear and easily understood, so viewers know exactly what to do next.

5. Include Branding

Leave a lasting impression by weaving your brand into the video early and often. However, make sure the branding isn't used *too* often, or it will feel forced. People value ads that feel real and trustworthy, especially on social media.

Before filming, create a storyboard to visually organize your plan and keep your shoot efficient. The storyboard for a 30-second ad could be broken down like this:

0:00–0:05—Hook the audience with something bold or emotional

0:06–0:15—Introduce the product or problem it solves

0:16–0:25—Highlight key benefits or testimonials

0:26–0:30—Deliver a strong call to action



References

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