

Tint Tastic Hair Colours Advert

By

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RUNTIME - 30SECONDS

Extreme CU -

Zoom Out INT. VIRTUAL WOODEN DESK - DAY

00:00 Zoom out from virtual wooden desk to reveal 'text 1', which reads, 'Large Range of Professional Hair Products'.

00:02 Various popular hair tints animate into frame, moving like factory pumps to resemble the companies constant productivity and movement.

MS - Slow Track

00:06 Whip to another point of the wooden desk, 'text 2' is revealed, which reads, 'For All Hair Styles, Men and Women'.

MS - Slow Track

00:07 Popular masculine products animate into the frame to further identify the male range (for example, shaving brush and razor).

MS - Slow Track

00:12 Whip to another point on the wooden desk, 'text 3' is revealed, which reads, 'Loyalty Points Scheme Available'.

MS - Slow Track

00:13 An animated ribbon flies into the frame and lands next to 'text 3'. This represents customers being awarded.

MS - Slow Track

00:18 Whip to another point of the wooden desk, 'text 4' is revealed, which reads, 'and Regular Discounts For ALL Customers'.

MS - Slow Track

00:19 Other miscellaneous, popular, products animate into the frame to identify a larger variety of products that the company sells, rather than just tints as the company name may suggest.

MS - Slow Track

00:23 A hair brush acts as a wipe to swipe the frame leaving only a blue background (the same blue as the company logo).

MS - Slow Track

00:24 The final text appears, it is the 'Tint Tastic Hair Colours' logo accompanied with the company slogan, 'Professional Tints To Dye For'. This will look almost identical to the company logo.

00:27 The companies uniform resource locator (URL)/web address fades into frame along with Facebook and Twitter logos, to show the audience how to find, browse and purchase from the store.

CUT TO BLACK

MS