

Proposal

The Concept

I propose to create a 30 second viral advert that will promote my live clients online marketing company, 'Tint Tastic Hair Colours'.

The adverts purpose will be to promote the company as a whole rather than a particular product, upcoming sale or current offer. This advert will be part of a marketing strategy to lure the targeted audience towards the clients online marketing website to generate more sales and customers.

The main messages the client would like to get across to the audience and potential customers, via the advert, are as follows;

- We sell professional hair care products (not just tints)
- We now have a large range of products for men
- We have a loyalty points scheme
- We socially network on Facebook and Twitter
- We are Tint Tastic Hair Colours! Visit our site

The Client has requested for the advert to be different to competitor adverts and to be modern so that it helps to stand out and shows that this is an innovative company. With this in mind I have made the decision to create an advert entirely with motion graphics using only images of the products they sell. I will generate and compose all other element using Adobe After Effects and Photoshop CS6. This will meet the client's requests and will also be a challenge for myself as I am not too familiar with the software; therefore this is a great opportunity to further my skills and knowledge.

Target Audience

The target audience is males and females over 18. Females had initially been the only targets but due to the new range of masculine hair care products the advert will also need to target men.

Budget

The budget for this project is next to nothing. I own all the hardware and software that will be used to shoot (photos) and create the advert. The props that will be photographed (clients products) will be supplied free of charge by the client on the promise they will be returned in the best condition. There are no locations to travel to and no actors to manage therefore meaning general expenses will not be applicable. The only things that may/will cost, which will be paid for by the client, are royalty free music, SFX and Google Ads, which brings me to my last point...

Distribution

...The client and I have had a few ideas to how we are to distribute the advertisement, Google Ads is the primary choice. Other ideas include the clients social network pages (Facebook & Twitter), Youtube Ads and QR, scanning, codes.