



# ***CREATING A T.V COMMERCIAL***

# *INTRODUCTION:*

- A form of advertising that promotes products, services, ideas, individuals, organisations, etc via the television medium.
- Main objective is to introduce a new product, create awareness, remind the consumer of the existence of the product.
- Tool to convince people to support or purchase a product/ service.
- Special effects are used to grab the attention.
- Two basic segments: audio & the video.

# *VISUAL TECHNIQUES:*

- Testimonials Eg.: <https://youtu.be/b8IXYurpS3g>
- Demonstration Eg.: <https://youtu.be/CHCin2aXbJQ>
- Story line Eg.: <https://youtu.be/QN7BFBqZ6qo>
- Comparisons Eg.: <https://youtu.be/4gzvRGaKQQg>
- Customer interview Eg.: <https://youtu.be/1PH-fFAGfPQ>
- Humour Eg.: <https://youtu.be/vSROQRmdZJU>
- Animation Eg.: [https://youtu.be/jGGNHu\\_Y4OI](https://youtu.be/jGGNHu_Y4OI)



# *WRITING THE SCRIPT:*

- Should convey one clear message.
- Has clear brand association for it to be recalled.
- Unique – not similar to another brand.
- Provides the possibility of purchase after watching the ad.
- Should know your target audience.

# *DEVELOPING STORYBOARD:*

- Part of the pre-production process.
- Sequential outline- breaks down the commercial shot by shot
- Visual guide- you get each shot you need for the commercial without accidentally skipping out on anything.
  - frame and shoot each shot in the manner you had planned.
- Review- final opportunity to make any changes before production.
  - after approving storyboard you can still alter but that might cause delays.

# CELEBRITIES AS A SOURCE IN INDIAN ADS



# INTRODUCTION

- The most common held belief in advertising is that celebrity endorsement enhances the effectiveness of marketing strategy.
- When a brand or product is promoted by well known personality, it helps to increase the volume of sales, creating mutual benefit to the company and celebrity
- Companies hire popular individuals in specific work line
- In western countries, celebrity endorsements have specific impact on consumers while purchasing product
- Most famous endorsements- sports, fashion and entertainment industry

# EXAMPLES

- Good celebrity advertising endorsement
- Manyavar – Virat Kohli/Anushka Sharma: Power couple Virat Kohli and Anushka Sharma are the faces of Manyavar. Their joint endorsement roared into the limelight when the couple got married. What worked in the brand's favour was the amazing extension from the couple's real-life to reel.



- Kalyan Jewellers – Amitabh Bachchan: Kalyan Jewellers invested heavily in bringing the topmost celebrity in India on board to endorse their products. They wanted to focus on the trustworthy image of the superstar through several of their spots and other campaign materials.



- Pepsi – Ranbir Kapoor: The Pepsi and Coke rivalry is often the topic of discussion whenever one mentions 'Brand Wars'. In one such skirmish, Pepsi had the upper hand, when it roped in Ranbir Kapoor for its Youngistan campaign.

- Bad celebrity endorsement advertising

- Zandu Balm – Malaika Arora: Emami Ltd. Had a public spat with Salman Khan and the movie Dabangg over the use of the word Zandu Balm, one of its trademark products, in a song from the movie. While the dispute was settled amicably between the parties, the firm proceeded to use the song in its promotional campaigns to eminently forgettable effect. The song lyrics were crude and trivial.



- TVS Jupiter – Amitabh Bachchan: TVS Jupiter launched a campaign with Amitabh Bachchan endorsing the scooter. One of the ads played on the word Jupiter or Brihaspati, which ushers in more prosperity and happiness in the festive season. But the brand category, a middle-class, working-class vehicle, didn't align with the image of the celebrity endorser.