

SPOT DESIGN GUIDE

HOW TO DESIGN A GREAT COMMERCIAL



Advertised product or service: Let's Clean Up Europe event



1. Identify the goal of your spot.

Do you want to inform someone about a new product? Tell them about a concert in their area? Or just let them know that there's a sale coming up?

The goal of the spot is to...

2. Consider your target audience.

Who do you want to attend the event?

Our target audience is...

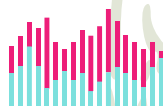
3. Which is the main message you want to spread?

4. Which characters appear in the "story"? What do they do?

5. *Setting* (place where the story happens)



6. *Jingle* (background music)



USE A NARRATIVE TO COMMUNICATE A MESSAGE

Draw and write a draft of the scenes in your spot:

THINK ABOUT THE STORYTELLING...

- What is going to happen?
- What is this going to cause/provoke to the viewers?
- How are they going to feel?
