

Advert Story Board

Frame 1	Frame 2	Frame 3	Frame 4	Frame 5
Frame 6	Frame 7	Frame 8	Frame 9	Frame 10
Frame 11	Frame 12	Frame 13	Frame 14	Frame 15

Things to consider when designing your advert

The length of the advert – approx 15 seconds long

The message you are trying to communicate about your product

Should your product feature within the ad, if so how?

Music – what would be relevant / appropriate?

Characters – do these link to your target audience?

Voice over (write a script for the different parts of the advert)

Keep it simple

Have you represented your brand clearly?

Watch some chocolate TV adverts such as: Cadbury Dairy Milk, Mars M&Ms, Nestle Smarties, Nestle Milky bar, Cadbury Boost, Cadbury crème egg etc. Look at what they include in their adverts. You could screen shot some of the effective parts to paste into a word document to help justify why you may have designed your advert the way you have.

When we get back into school you can then share your ideas and come up with an advert by putting your ideas together.

You do not need to use all the frames or you can add more, but remember approx 15 seconds only!