**Advertising Ideas**

The following ideas are three ideas I have come up with. Each one is for a different product and a different style of advert, however they are all to sell everyday items.

**Idea 1- Ice Cream**

My first advertising idea is to advertise ice cream. However, instead of it being a light-hearted and humours, it will be a darker. Towards the end of the advert it might seem humorous when the actual product is revealed but it will still be dark. The advert will feature two protagonists who are both preparing to kill one and other for the ice cream. Once the initial murder set up has happened it will cut to them both dead and between them will be the tub of ice cream, followed by the phrase ‘*Ice Cream so good, you will kill for it’* It will then cut to black.

**Idea 2 - Bin Bags**

My second idea is to sell bin bags. Again like idea one it won’t take a light-hearted approach like most household good adverts; instead it will be a black comedy. The advert will feature a stereotypical lazy slob type character sitting in a chair, shouting at the TV and drinking beer. Then a woman will enter carrying an open bin bag. After a second of contemplation she opens the bag and put the man inside. Then it cuts to her dragging the bag out of the house and the phrase ‘*Don’t keep trash in the house, bin it’.*

**Idea 3 - Tights**

My final idea is to advertise ladies tights. This advert would be comedic and light-hearted instead of dark like the other 2. The advert would start with a woman sitting in an interrogation room with a policeman. She then talks about her experience in a bank heist. She is then shown a picture of the man in custody but she denies it because he has a beard. She says that he had a pair of tights over his head and that he had no beard. The policeman says it cant be true that ‘*No pair of tights could hide such thick hairs*’ the lady then continues to lift her leg up onto the table and roll her tights down one leg, revealing herself to be a gorilla. The slogan, ‘*Tights so good, it hides the thickest of hairs’.*