ADVERT ON MOBILE PHONE

ADVERT FOR

MIXVIBES

DJ

EQUIPMENT

ADVERT ON A KIDS TOY

The Working title for this advert will be “Mixvibes U-mix Control 2 advert”

**Introduction**: My advert is there for mixvibes, who want to sell their new MIDI DJ Controller. I want my advert to show how attractive how elegant it is for its money.

My advert fullfiflls the brief because I have looked at previous other DJ and music adverts that were aimed at the same target audience as me. I am using similar techniques to those before me as they have been proven to work, therefore seems like a strategic advantage.

The ideological stance my advert takes is that having lots of money isn’t a necessity. I feel that people who maybe don’t have that much money as apposed to richer people, or people who are on a budget shouldn’t have to suffer quality losses because they cant afford some £1000 equipment

The target audience for my advert will be possibly younger people however it is generally aimed at people who are on a budget or who are looking to start but have no idea what they can afford or buy. Age isn’t really a factor here it is purely for people who are starting out as a DJ or people who have a small budget but don’t want a loss in quality.

I will be using the media form of TV as my context for my advert; this will be how I get my advert across to the intended target audience. TV is the most appropriate as it offers visual and audio capabilities and, as we have the technicalities to make a fine ad we think TV is the way to go.

**Target Audience:**

AGE: Age doesn’t particularly matter with this advert however it wont be aimed at young kids or elderly people, most likely teens up until middle aged people.

However late teens and people around the early 20’s mark will be the people who will get us the most money

Gender: There is no specific gender, which this advert swings to, it is neutral and is open to both.

However there are more male DJ’s than there are Female and most males DJ’s a more well known than female DJ’s

INTERESTS: The sort of interests that the people who fall into my target audience have will be a thing like music or performing, party’s things of that area... people who fall into my target audience value social life and crowds, they like to follow fashion and be the centre of attention.

People who fall into the target audience for my advert already know information on TV, so they will understand “TV language”

In terms of institutions, the advert would most likely be shown on channels by sky or on ITV channels, however most people in my target group use YouTube a lot and therefore placing my advert on there will be a huge success!

I know my advert is appropriate for mt target audience as I will be using music suiting their tastes, quite a lot of DJ’s like dubstep and EDM (Electronic Dance Music) and that is what I will be using.

Short Synopsis: Two minute advert which is there to sell the new MIDI Controller by MixVibes

Long Synopsis: An advert made for the company who wish to try and compete with the likes of Pioneer and Dennon with their new MIDI DJ Controller. The advert looks to be around the two minute mark.

Genre: The genre for my advert would be Non-linear or Non Sequential as it doesn’t have a plot that goes in a particular order. My advert isn’t a series like the BT Adam & Jane ads, it doesn’t have a progressing story. My advert is closed at the end meaning whatever happens in that particular ad is finished.

Length: The length for my advert is looking to be of the 2 minute mark and not much longer.

Format: My advert is going to have a frame rate of 25-60 fps and the aspect ratio will be 16:9 widescreen, the pixel ration is going to be 1920 x 1080

Style: The style for my advert is quite down to earth, it isn’t extravagant or surreal and it isn’t Abstract.

Pace: In terms of pace my advert is slow in the fact that there isn’t a fast story going on, and thing aren’t plaguing the screen.

Sound: The sound in my advert will be the music being played by the DJ, we won’t need any other music however we may use other sounds at the start of the advert just for effect.

Deadline: The deadline for this advert is very short but not to worry as we have everything covered. The making of this advert has started motion on the 14th of august 2014 and has to be finished by the 24th of August (this is because they want to have their product shown off first to kind of set the standards to their rival competing companies, giving them an edge)

Feasibility: The advert is very feasible a we have more than enough money to make a good advert. The advert doesn’t require anything over the top and crazy so money shouldn’t be a problem at all. We have £50,000 and more if needed (Most likely won’t be needed).

Equipment: For equipment we will be using Cameras and screen capturing software. The cameras we will be using are Sony full HD Handy Cams recording at a pixel ratio of 1920 x 1080 at 1080p HD

We will also be using an apple Mac for the DJ to use the MIDI Controller with and screen recording software to show what the DJ is actually doing on screen in the Mixvibes Cross DJ software.

A Call sheet is used by film makers to let people know when they are needed and when they are not, It is basically there to keep everything in check and to make sure everyone knows where to be and when. It can also give insight to local accommodation and the nearest hospital.