



Creative Brief – Big Warehouse Sale

1. Project Background and Objectives –

Big Warehouse Sale is a company that sells high quality carpets, beds, laminate flooring and more. They buy directly from the manufacturer, cutting out the middleman to keep their prices low. We will be creating 3 pieces of Advertisement for Big Warehouse Sale to advertise the big savings on their products and convince the viewers to shop at their stores.

2. Target Audience -

There is a different target audience for each piece of content, this ensures that we interest a wide range of people as there are a lot of different audiences that will be needing to buy new carpets, beds and floors so we need to make sure that we make content appropriate for 3 different audiences. The target audiences include; Young people moving into a house, Families, and the elderly.

3. Key Message -

Big Warehouse Sale has high quality products at low prices.

4. How and where will the video be distributed -

The advertisements for the elderly and families will be distributed on the television. For the elderly we will have it shown during the day as that is when they normally watch TV and for the families it will be around tea time. The advertisement for the young people will be distributed on social media such as Instagram and facebook.

5. Tone of Voice -

The tone of voice for all the advertisements will be light hearted and friendly as selling furniture and carpets is not a serious topic and works best if you entertain your viewer and come off as friendly as this will make them want to buy these products.

6. Mandatory elements –

Mandatory elements of all the adverts are that they include The Big Warehouse Sale's Logo and name and also their colour scheme which is yellow and purple. Throughout the 3 advertisements will need to include the best features of Big Warehouse sale which are: Trade Price, Free Delivery, Safe & Secure, Free Samples, Paying Monthly and Price Guaranteed.

7. Timeline -

The Timeline for each advert is 3 weeks, therefore to make all three off them it would take us just over 2 months, unless we found a way to do some aspects of each advert at the same time for example we could probably get all pre production work done in a week - 2 weeks.

8. Budget -

The budget for all 3 adverts together will cost around £4,000.