



BIG

WAREHOUSE

SALE

Consistencies

BWS - Contact Information:

Phone number:

0800 470 0254

Website:

<https://www.bigwarehousesale.co.uk/>

Opening hours:

*Mon-Fri: 9am-5:30pm Sat: 9am-6pm Sun:
Closed*

Logo



Colour scheme



Slogans:

“We Keep Our Prices Low”

“From high quality carpets to luxury vinyl tiles, all at great prices guaranteed...”

Idea 1 – “It’s a big warehouse sale”



Video Concept and what is needed:

Man runs around warehouse, turns to camera every few seconds saying ‘It is a big warehouse sale’, he runs past offers being displayed to audience (such as a couch which says its half price etc..) and ends with wide shot of warehouse and him in middle exclaiming ‘It is a big warehouse sale’.

Need to have access to a warehouse, contact with Big Warehouse Sale to request use for one day. Need to rent a truck to transport sofas and signs displaying the price of the items. Need an actor, man – mid 30’s, eccentric and comedic.

No need for music, rely purely on audio filmed on the day with the end graphic just being the logo and name of company.

Reasons for the concept:

The video would be silly, zany but memorable and shows the offers which are on which provides the customer with information regarding what the company is selling and the offers which are on. The advert would achieve this as well as being entertaining. The advert will be 30 seconds long, perfect for use on both televisions and on social media (Facebook, Instagram). We believe this would make the brand stand out among the rest.

The Competition



Idea 1 – “It’s a big warehouse sale”



Objectives:

This video is being made as part of a campaign. It has the potential to be a recurring theme throughout following adverts and we hope it brings your company into the limelight. It will be a memorable advert as well as one which gives the audience information on the offers on.

The aim is to make your brand noticeable and give it an identity; one which is memorable and unique.

Target Audience:

The advert is aimed for young people moving into their first house.

The advert's general theme is targeted to a younger audience as it's a funny idea and one which is easily quotable.

We hope it can be a source of conversations in general conversations among peer groups and allow your brand to be recognised more.

Idea 1 – “It’s a big warehouse sale”



Distribution:

Social Media – Facebook, Instagram, Youtube.

Advert will be 30 seconds in length and therefore perfect for those platforms.

Because of silent auto-play, captions will be added to the video for its Facebook/Twitter/Instagram distribution.

This is a perfect way to distribute for the target audience as younger people are consistently on these platforms.

Timeline and Budget:

Video will be in pre-production for 2 weeks – enable us to confirm warehouse details and timings, book a truck to transport sofas and signs displaying the prices, audition actors and confirm everything.

Filming will be done in one day.

Post production will be a week – editing, finalising the film and sending drafts for review.

Budget will be reasonable, will need to cover truck rental costs, warehouse rental cost (if you cannot supply us with a warehouse to film in), Actor wage, crew wages.

Idea 2 – “The £95 deal”



Video Concept and what is needed:

The premise of the advert involves a man rushing through his morning routine before work, with him shown to be quite clumsy. We then see him ironing his shirt frantically, the iron is knocked from the ironing board and burns the carpet. His partner begins shouting right into his face as he stares into the camera. Until finally he presses the order now button on his phone for a new carpet from Big Warehouse Sale. The next morning everything is perfect and his partner is smitten, the promotions for the company's free deliveries on orders over £95 pop up on screen, suggesting that you too can change your life by ordering from Big Warehouse Sale.

Reasons for the concept:

The video will be approximately 30 seconds in length. This time limit will ensure that the video is long enough to include all the companies information and promotions, whilst preventing it from being too long and drawn out, resulting in a loss of attention from the consumer. The video will be visually appealing to the viewer through the usage of quick shot transitions and bright colours. This will ensure we grab the attention of the viewer before they scroll past the advert.

Idea 2 – “The £95 deal”

Objectives:

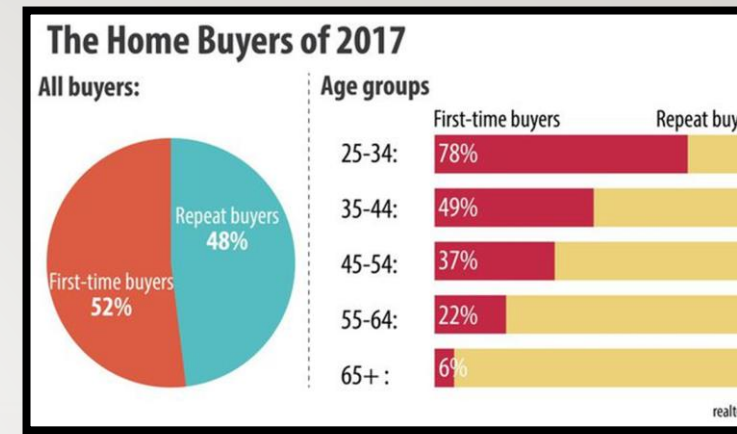
- To engage the audience with a comedic and slapstick advert which will be both memorable and informative.
- To specifically target our audience age range by making the video both relatable and funny.
- The key message of our video is to inform the consumer of the free delivery on orders over £95 deal.

Target Audience:

Our target audience is most likely going to be first time home buyers, their ages will range from 25 - 35 as the average age of a UK first time buyer is 30.

Statistics

They are 74% likely to be in a relationship.
Their average age is 30.
There's a 37% chance they have children.
They're trying to save money.



Idea 2 – “The £95 deal”

Distribution:

The video will be tailored towards Facebook, Instagram and YouTube.

The reason we have chosen these three social media networks is because they have the highest amount of monthly active users, therefore the advert will reach a higher number of people.

Social network	Monthly Active Users
Facebook	2,230,000,000
YouTube	1,900,000,000
Instagram	1,000,000,000
Qzone	563,000,000
Weibo	376,000,000

Timeline and Budget:

Approximately two to three weeks, week 1 will be spent meeting with the client to discuss the timeframe, budget and what their vision for the finished product is, giving us time to find actors/directors. As well as allowing time for post production (editing). With week three allowing time for revisions.

The average cost of a 30 second advertisement to be produced is £1500 - £3500.

However, every production is different. We also have to take into consideration the costs of catering, accommodation, transportation and travel for the production team.

Idea 3 – “You Spend 25 Years Sleeping”



Video Concept and what is needed:

The premise of the video is of an old man waking up in the morning in a very old bed. He rubs his lower back and struggles to get up. We later see him struggle to put his shirt on over his vest. Followed by the same issues when he tries to feed his dog.

Another cut puts him in his local café where the waitress bring him a small breakfast and a coffee and says “The usual” with a smile. He then say thank you and rubs his back.

She then asks if it’s his back again and suggests he gets a new bed, to which he exclaims he doesn’t know where to get one. She then offers to help him.

It the cuts two them both sat with a coffee and her showing him the website. And swiping down across all the deals and offers they have on.

It then slowly fades to white as the ‘Big Warehouse Sale’ logo appears on the screen along with the contact phone number and opening hours.

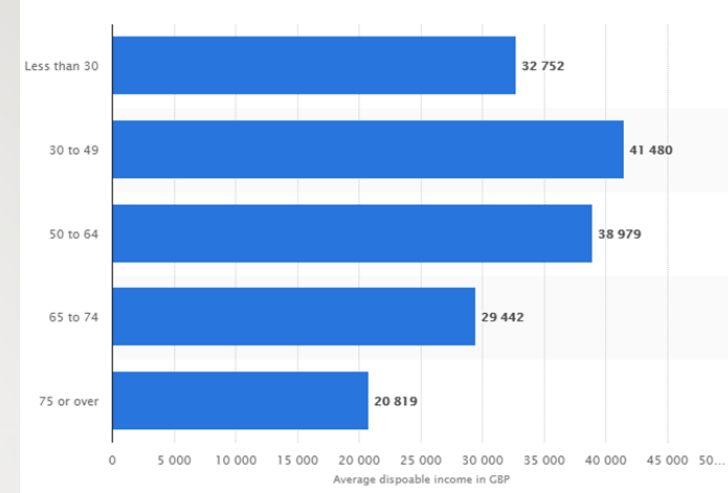
Reasons for the concept

The video will semi serious in tone, as well as quite slow paced due to the target audience being of an older generation. It will be around only 30 seconds in length,

The average persons sleeps for 8 hours a day. That means that you spend 25 years of your life asleep. That is the same as 9,125 days or 13,140,000 minutes.

With the average life expectancy being around 75 years.

Idea 3 – “You Spend 25 Years Sleeping”



Objectives:

The video will be a stand alone advertisement promoting the deals that the warehouse is offering, however, it could be a part of a larger campaign in the event that offers for other products are released, with our aim of this advertisement/ promotion being to show and demonstrate the deals and offers that big warehouse sale are offering to a wide array off people in order to increase sales within big warehouse sales.

Target Audience:

Our primary target audience for this specific video will be the elderly and those who are retired as big warehouse sale offer high quality and comfortable products at low. Costs. This is because, as seen in the diagram, they tend to have the least amount of disposable income. We would be able to assume they would want to live in relative comfort, thus, big warehouses quality and comfortable products at low prices.

Idea 3 – “You Spend 25 Years Sleeping”

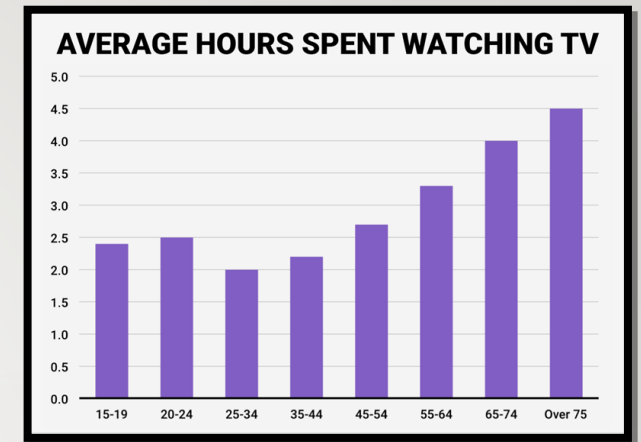
Distribution

In terms of distribution, this advertisement will be shown on daytime television.

This is because the people most likely to be watching tv are the elderly, ranging from 65–75+

For this Advertisement we would not use much social media as that is used more by younger people

Key Messages:



A grid of six promotional messages, each with an icon and text:

- Trade Price**: The lowest prices possible (Icon: Diamond)
- Free Delivery**: On all orders over £95 (Icon: Truck)
- Safe & Secure**: Safe ordering with Sage & Paypal (Icon: Shield)
- Free Samples**: See your item before you buy! (Icon: Sample box)
- Pay Monthly**: Finance Available Over £300 (Icon: Calendar)
- Price Guaranteed**: We check our prices are always low (Icon: Pound symbol)

| Any Questions?