

CREATIVE BRIEF:

TV ADVERTISEMENT

Main Objectives:

The video would be produced as part of a larger marketing campaign for a new money saving app for 'ASDA'. The aim is to encourage consumers to download the new app, and in turn to get them to shop at ASDA as the app allows them to save money by shopping there.

Target Audience

The primary target audience for this video is students as they are a demographic known for struggling with money and savings. Therefore, the video would set on a university campus and tap into millennial humour while explaining that the app saves you money.



Buyer Persona

- Lisa Williams
- Student
- 20

ASDA
Save money. Live better.

Budget:

£25000 - £65000 is the average for a TV commercial (thecoalshed.com) so this advert's budget would sit somewhere in that range, depending on any specific requests from the client.

Key Message:

The key message of the video would be that the app is a useful tool for any student wanting to save some money, by showing an example of the app being used to save money on a certain product.

Distribution:

This would be a 30 second TV advert, primarily broadcast between 7pm and 9pm (Prime time). Barb.co.uk states that roughly 18 million households in the UK watch terrestrial TV, making a TV advert a great choice for reaching a large audience.

Tone:

The tone would be funny and humorous, connecting with the target audience of students. It will also be light hearted while conveying the usefulness of the app.

Mandatory Elements:

The ASDA logo is a must, as well as a shot of the app itself in use.

Timeline and Approval:

Depending on client needs and any changes during the process, it could take around 3 – 4 months, with shooting taking anywhere from 2 to 7 days (quora.com). The client would get three revisions of the advert before it goes to air. Any further changes wanted would require further payment to cover the costs.