

Christmas Ad Brief



ANY SPORT | ANY CITY | ANY EVENT

Problem

MVP needs more exposure. They are not currently getting as many sales as they could be and are missing out on large numbers of potential buyers.

As a small family company, MVP only has a small budget so extravagant advertisements and expensive productions are out of the question.

Objective

To attract customers through a 3 minute long video to be released around October for the run up to Christmas. We plan for two versions of this video for different platforms, for example YouTube and Instagram. A long version lasting 3 minutes, and a 1 minute cut, both with links to the MVP website, increasing site traffic and in turn the number of sales for MVP Travel.

Target

All UK based fans of American sports, but especially parents of children aged between 8 and 16, who are fans and players of American sports. Adults on combined household incomes of £40,000 and above per annum, seeking the ultimate family holiday.

Solution

Create a documentary style video following the dedication of young American sports fans and players in the UK, and the ways their parents support them.

The focus will be on baseball, American Football and basketball.

We'll see the parents taking them to practice, cheering at their games, comforting their losses, celebrating their triumphs. Letting the parents, the children and the footage speak for themselves. Appealing to the Christmas spirit, classic Americana and nostalgia, but with the grit of a muddy British little league baseball game.

Finally, we will see the children's reaction to learning they are going on an MVP family sports holiday to see their favourite teams play in America.

Requirements

MVP logo displayed in the video. A link to the website in the description and embedded on screen.

Budget

The documentary style allows for a low budget, small crew, single camera shooting, and the use of stock video and other images from the U.S.

