

GENERATIONS COMFORT

ADVERTISEMENT
PRODUCTION PROPOSAL
JULY 30 2025

INTRODUCTION

The ad unfolds during a warm family reunion inside one home. Each time a family member interacts with a GM furniture piece, it sparks a heartfelt flashback—revealing how GM has been part of their journey for decades.

Story Link 

<https://docs.google.com/document/d/12K82vTrmVmjwsytd4UPqy5mO52F7VwvCfT6eXmZd120/edit?usp=sharing>

SCENE 1 – PRESENT DAY: THE FAMILY GATHERING



The house is buzzing with life—laughter, conversation, the clatter of dishes. The doorbell rings.

Cut to:

The front door opens. Their son arrives with his pregnant wife, followed by their grown daughter. The grandparents smile warmly from the living room.

SCENE 1 – PRESENT DAY: THE FAMILY GATHERING



The son playfully turns up the music. He starts dancing and gently pulls his pregnant wife to join him.

Cut to: Parents watching.
They exchange a knowing smirk.

Flashback:

Young versions of the father and mother, years ago, carry in their very first GM sofa, laughing as they awkwardly place it. She stands hands on hips, giving direction. Once it's set, he grabs her hand—and they dance, surrounded by boxes.

SCENE 3 – THE DINING TABLE



The father casually places his wallet on the dining table. The son notices, amused.

Flashback:

Flashback: the son picking/stealing money out from his fathers wallet and getting an ass whooping. And forced to eat his dinner while carrying, and the son crying while being told to eat his dinner.

SCENE 4 – THE OFFICE DESK



The daughter walks past the home office. She stops and looks in.

Flashback:

A little girl version of herself tiptoes in while her dad works at his desk late at night. He picks her up, sets her on his lap, and reads her a story while holding her close.

THE BUSINESS CARD MOMENT



Casts

- 1 main cast, Hostes
- 4 supporting actress (1 husband, 1 child, 1 elder man, 1 women)
- Custum (hostes full custume)
- 3 Location (furnished apartments, terminal, car)
- Voice over artist
- Production crew
- Green screen studio

Evening. Dinner's done. The family is relaxed, full, and laughing together.

The father pulls his son aside, takes out his wallet and quietly hands him an old GM Furniture business card.

EVERY PIECE TELLS A STORY

TAGLINE

**FOR 30 YEARS, OUR FURNITURE
HAS BEEN PART OF YOURS**

METRICS AND EVALUATION

KPIs:

To ensure the success of our AD and to gather valuable insights for future campaigns, we will track the following key performance indicators (KPIs):

- Impressions
- Reach
- Engagement Rate
- Website Traffic Increase

Platform	Metric	Target Goal	Actual Data
Facebook	Reach	--	--
	Impressions	--	--
Instagram	Reach	--	--
	Impressions	--	--
TikTok	Reach	--	--
	Impressions	--	--

CASTING

Casting	Title	Age	Budget	Quantity
Father	Old	60-65	--	1
Mother	Old	60-65	--	1
Father	young	25-30	--	1
Mother	young	25-30	--	1
Son	young	25-30	--	1
Son	Child	9-12	--	1
daughter	young	25-30	--	1
daughter	Child	5-8	--	1

TALENT

Talent	Quantity	Budget
Production crew	1	--
Voice over artist	1	--
Custom designer	1	--
Make-up artist	1	--

OTHER

Other	Quantity	Budget
Meal	--	--
Miscellaneous	--	--
Transportation	--	--

BUDGET

TOTAL COSTS: TBD



GENERATIONS COMFORT

ADVERTISEMENT
PRODUCTION PROPOSAL
JULY 30 2025