# Loyalty One Battle of the Ads Workshop Application

I would love to be considered for the Loyalty One Battle of the Ads Workshop!

I have filmed the advertisement for InGenuis Solutions last year in JA at GE. Being the vp of IT, I would likely be leading the filming of the ad of our product this year as well. I am the founder and current president of our school’s film and design club, and the aim of the club is to spread interest in filming and digital design, as these are important skills that are extremely beneficial for individuals in their life. Many of the members of the film club that I run have won awards in the Eddies film festival, which I see as one of my greatest achievements of being able to motivate people into finding a new interest and developing it to a useful skill.

Furthermore, I am also very passionate in the field of digital photography and filmography. I often spend time taking pictures and use Photoshop and Light room to adjust them for perfect affects. I love experimenting with camera angles and different filming techniques to achieve different affects for certain purposes.

I would love to attend the Battle of the Ads workshop because I see this as a great opportunity for me to expand my understanding of how to film ads for the company. Though I have experience filming as an art, I do not have confidence in promoting a product in a film effectively. I am looking forward to learning to what extent different elements - such as information, emotions – should be incorporated into an ad to achieve maximum appeal to the audience.

Apart from the technicalities of filming the ad, I would also love to learn more about managing a film crew. From my experience with professional directors, filming is usually organized by a hierarchy structure, where each member has a very specific task in the filming, and needs to fallow the explicit instructions from their manager. After last year’s filming of the ad, I realized that my management style during filming was too extreme, and I am looking forward in learning how to effectively manage a film crew in a business environment.

Leo Chai