**Energy drink - Red Bull**

We want to advertise the energy drink Red Bull. The main audience of this advertisement will be US students and it may be seen on TV. We are planning to use mobile phones to film the advertisement and leverage video maker softwares to edit it and add effects.

The advertisement consists of two parts. Since our main audience is students, we will film the first part of the commercial in the library. The second part of the commercial will be shot near the Charles River where we can show sport exercises and activities.

We will advertise Red Bull as giving students more energy. In the first part of the commercial, one of us will simulate a tired student who is studying. After drinking the Red Bull, he becomes active and gets more energy to focus on studies. In the second part of the commercial, we will try to show that Red Bull also gives more energy for sports or exercise. These two parts of the advertisement will be shown simultaneously. At the end we will briefly describe the item for the audience.

Statement at end of commercial:

Для вас, когда вам нужно больше энергии - Red Bull