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15035

Note: unfortunately by mistakes I did switch my home assignments number 12 and 13, so I did upload hear my assignment number 12.

Essay

The main purpose of film short videos is to inform the audience and therefore potential customers, about the film. There are many way in which they can do this depending on what type of film they are trying to promote. Films with different genres will each be portrayed and sold to the audience in their unique way as to entice their target audience. Another main purpose in film videos play on this principle the most, the videos also relies on the original films huge success and the viewer’s ability to relate their past experiences with the new short videos.

1. **Be creative.** Avoid clichés and don’t copy what your competitors do or your digital advertising will get lost. Try an approach that people won’t be familiar with and you will have bought a valuable few seconds of their online attention.
2. **Be relevant.** People will ignore your ads unless they can quickly and easily identify a benefit of using your business.
3. **Be brief.** You only have a short time before someone loses interest so focus on one key aspect of your business rather than trying to list everything. This is particularly important for mobile advertisements.
4. **Repetition works.** The more people see your logo, hear your jingle and read your tagline, the more likely they are to remember your business and what it does.
5. **Be playful.** People are more likely to remember your online video advertising if it has a little bit of personality.
6. **Social Media.** The big social media sites are YouTube, Facebook, Twitter, Instagram, LinkedIn and Pinterest. Get on the ones you think will be the most used by your customers and maintain an ‘advertising’ presence. This means you need to post new videos semi-regularly, and it helps a lot if you tell stories, impart useful or interesting information and really sell your business as being an impartial authority in your field.
7. **Mailouts.** Many businesses use different techniques for collecting email addresses that we won’t go into here, but once you’ve got the addresses it is easy to send your online videos to a wide audience.
8. **Put it on your Website.** Because of the way they work, the more original content you have, the more likely web search engines like Google are to drive traffic to your website.

it does help to watch commercials that are similar to the concept you have come up with, to get a feel for tone, pacing, and direction. We’ve got a very limited time frame to capture your audience and you need to get your message across quickly. Don't get wrapped up in long sentences. Keep them short and punchy. Audio should also tell the customer what you're advertising even if the customer is in another room and can't see the TV when our commercial airs. And remember to time out your spot. Also we can buy ads in chunks of time, from 30 seconds to 2 minutes, and sometimes longer or shorter than those parameters. Read the ad aloud several times. Act it out. Cut where you need to cut.  his is by no means a rule you have to follow. There are some breathtaking, eye-catching, successful commercials that contain no people at all. However, it's well known that people relate to other people. Putting people (especially your target demographic) into your commercial can help draw your [target audience](https://www.thebalance.com/what-is-a-target-audience-2295567) in as opposed to a 30 second shot of your building's interior, exterior and the parking lot.

  We want your commercial to be professional, and so unless you are lucky enough to know people who do this for a living, you'll have to hire a production company. They can handle all aspects of your commercial, including writing, shooting and editing your commercial. Shop around for prices. Some production companies are able to offer you a [commercial package](https://www.thebalance.com/before-you-buy-a-television-commercial-package-38587) for as low as $100 that will include still pictures shot with a high quality video camera. However, you get what you pay for. Look at their reel, and see if they have the chops to make your vision come to life.

You've got the script. You have a cast. You have a location. It's time to shoot this baby...but you must plan every shot. Let's use a furniture store as an example. You may have ten different kinds of recliners, eight living room sets and six bedroom suits you want to feature. You're going to have to narrow those shots down because you simply can't get them all into a :30, :45 or even a one minute commercial without flashing so many different pieces of video on the screen that your potential customers will feel like they're in a lightning storm.

Wide shots of your showroom are good to get a bunch of your furniture displayed at once and you can select a few items you want to be featured alone. It's crucial you not cram a bunch of video into the small amount of time you have for your commercial. Your video should tell the story about what you're advertising even if a customer has their volume turned down. That seems like a no-brainer, but during the editing process, things can get lost in the weeds. When you're talking about new car models arriving, you don't want to see video of the current year's make. When you're talking about your big showroom of furniture, you don't want to see the building from the street. You must merge your audio and video to create a powerful sales tool. Of course, if you have a concept that requires the audio and video to mismatch, for comedy reasons, then you can use that exception to the rule. 

  Television is less demanding on frequency than radio but it still deserves more than a one-shot deal. If you were advertising during the Super Bowl, that would be a completely different story. But on the local level, you need to identify the key times your ad should run and buy enough air time for your commercial to reach your audience at least twice. More times would be ideal. And remember to produce support materials for your ads; a website or landing page, a brochure, or a phone number must all be ready to go to capture those customers you have engaged.