

Non-Youth Ad | GagWorks

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Project Summary:

GagWorks is looking to attract a new audience using an ad that promotes interaction between grandparents and their grandchildren. Gagworks is a novelty prank store with amusing advertizements and their own website, promoting items such as “Liquid ass”, “Cigarette Loads”, and “Shatter Sports”.

Audience Profile:

The audience that they are trying to attract to their stores and website are grandparents -especially senior citizens. They are family oriented people looking to help their grandchildren have a good time when either visiting their house, or when they visit theirs. Pranks could be one such outlet that would lead to immense laughter and practical jokes.

Perception, Tone, Guidelines:

The ad itself will depict a grandfather and grandson pair watching the father who is about to walk under the staircase, where they can dump their glases of water on his head. The tone will be depicted as silly and outrageous, with a mother in the background looking as if she sees what they are about to do and yelling at them for it.

