Media Research

**1. Consideration of the Commission**

* The commission requires a **low-budget** national video campaign targeting **16–24-year-olds**.
* Bamboozle promotes **sustainable bamboo clothing** as an alternative to fast fashion.
* The video must be **engaging, informative, and persuasive**, driving awareness and action.

**2. Interpretation of the Commission**

* The **main message** is to encourage young consumers to switch to ethical fashion.
* The **tone** should be **relatable and inspiring**, not overly serious or preachy.
* The video should be designed for **viral potential** on platforms like **TikTok, Instagram, and YouTube**.
* Must balance **educational content** (facts/statistics) with **entertainment** (storytelling, visuals, music).

**3. Meeting the Requirements of the Commission**

* **Format & Length:** ~5-minute video, ideal for **social media sharing**.
* **Target Audience (16–24):**
  + Use **fast-paced editing, modern aesthetics, and social media-friendly visuals**.
  + Influencer-style presentation or storytelling to make the message more engaging.
  + Use **trendy audio, voiceovers, and captions** for accessibility.
* **Budget Constraints:**
  + Use **stock footage, animation, or minimal-location filming** to reduce costs.
  + Incorporate **user-generated content** or real customer testimonials.
  + Simple but effective **motion graphics and infographics** to highlight key facts.

**4. Justification of Approach**

* **Why a Video Advert?**
  + Video is the most **engaging and shareable** content format for younger audiences.
  + A **story-driven or visually appealing ad** can go viral, maximizing impact with minimal costs.
  + Allows for **versatility** (shorter edits for TikTok/Instagram Reels, full version for YouTube).
* **Why This Style?**
  + **Short attention spans** require an **eye-catching, high-energy video**.
  + **Real-world impact visuals** (e.g. landfill vs. bamboo clothing) make the message powerful.
  + A clear **Call to Action (CTA)** will ensure viewers take the next step (e.g. visit website, follow brand).