



Minor Assignment #3: TV 30 Second Spot

WALT DISNEY 100 YEARS

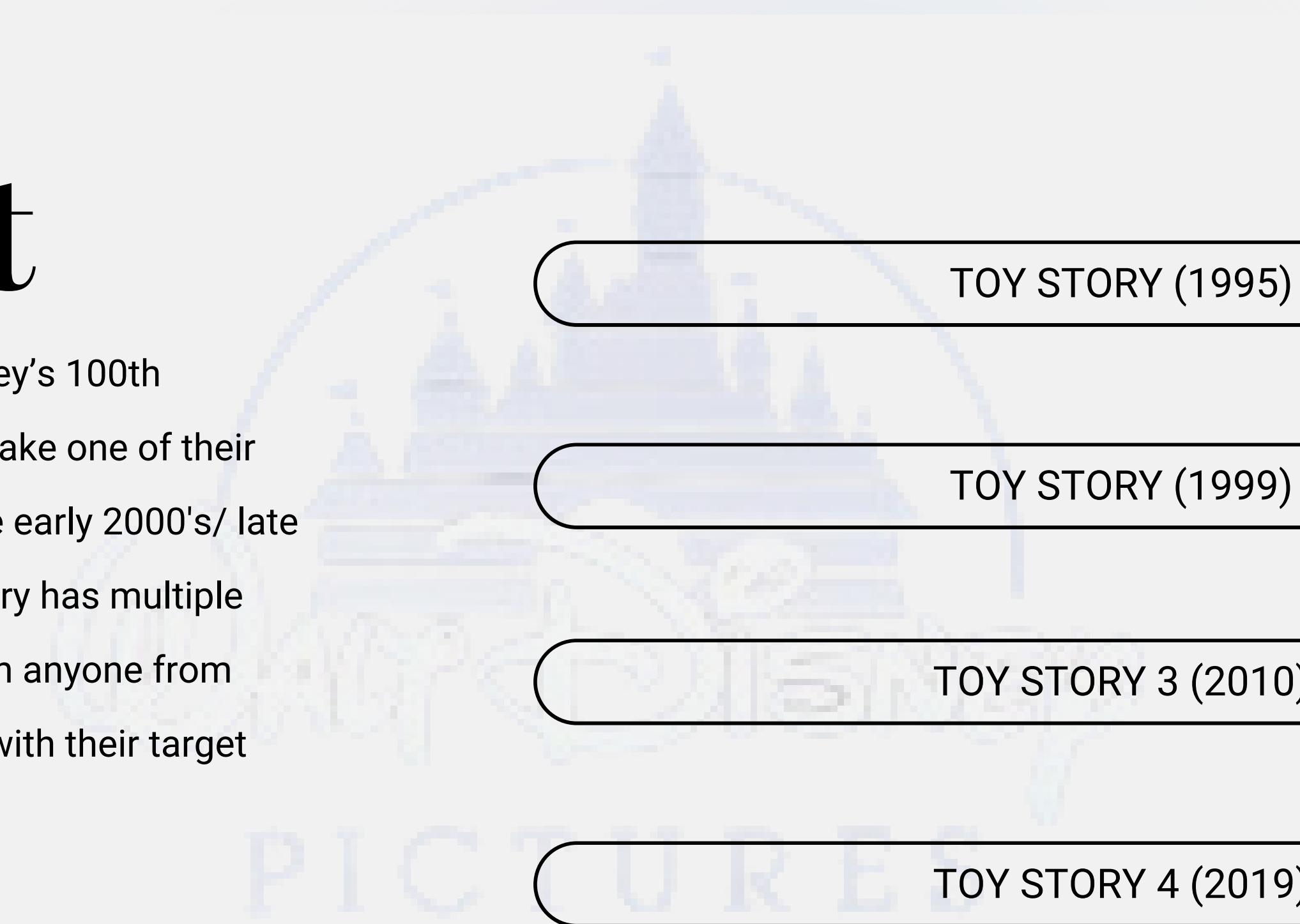
COMMERCIAL PITCH

14 SEPTEMBER, 2023



About

In order to celebrate Disney's 100th anniversary, I decided to take one of their most iconic movies of the early 2000's/ late 1990's, Toy Story! Toy story has multiple sequels that resonate with anyone from 1990-2020, which aligns with their target audience from the brief.



TOY STORY (1995)

TOY STORY (1999)

TOY STORY 3 (2010)

TOY STORY 4 (2019)



The target audience sweet spot for Disney was 18-25 year olds. Toy Story has had many movies in the series that ranges from 1999-2019. Anyone from this age range knows Toy Story and feels a sense of nostalgia when watching it over again. **Currently, 18-25 year olds are either applying for or graduating college, finding career opportunities, or just figuring out the real world.** Toy Story 3 is based on a boy named Andy going away to college and giving away his beloved childhood toys. This is a perfect opportunity for Disney to resonate with this age range and their current challenges they are facing in life, thus giving us the perfect plot to use to evoke a feeling of nostalgia in the viewers.



Who?

(CALM/REMINISCENT TONE USED)

NARRATOR

- Woody, the iconic cowboy Toy Story character, narrates the commercial entirely.
- His voice resonates with the audience who is familiar with Toy Story.
- No matter what Toy Story you've seen, Woody is the main character.

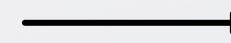
ACTORS

- Actors will consist of cartoon characters in the same style as Toy Story
- Young children and adult look-alikes of the children casted
- Various races and settings for inclusivity



Where?

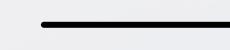
The advertisement will run on media that is most popular among 18-25 year olds. This includes apps such as TikTok, Instagram, and Twitter and additionally on streaming services like Amazon Prime TV, Hulu and of course, Disney+. Advertising in these areas will allow for Disney to hit their target audiences and advertising on streaming services will push people to participate in anything Disney.



Tagline

“100 years of making
dreams come true.”

“Where dreams come true,” is the universal Disney tagline. This line relates to our target audience as this is the age where many young-adults worry about their goals and dreams in life. Disney provides an escape from reality and provides a world where all dreams come true. Emphasizing 100 years of Disney while using their iconic tagline.



Plot/Video Set Up: Intro



SLOW NOSTALGIC
DISNEY MUSIC PLAYS
WHOLE COMMERCIAL



Part 1

The introduction of the advertisement will start with children of different races and ethnicities playing with their toys

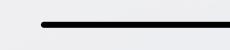
FADE INTO NEXT SCENE

Part 2

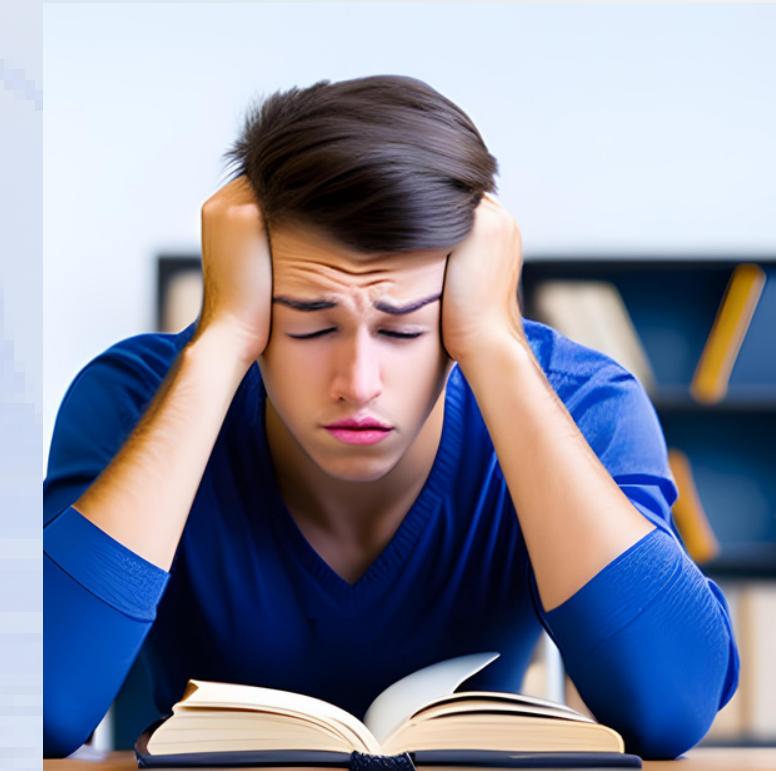
Part two will consist of the various children slowly playing with the toys less and less as they grow up, fading from one age to the next. Soon enough, packing up the toys in a box.

*SCENES FADE INTO ONE ANOTHER AS CHILDREN

AGE UP*



Plot/Video Set Up: Main Idea



Part 3

The student leaves behind the toys,
excited to start their new journey in the
real world as a young adult.

SCENES FADE INTO EACH OTHER

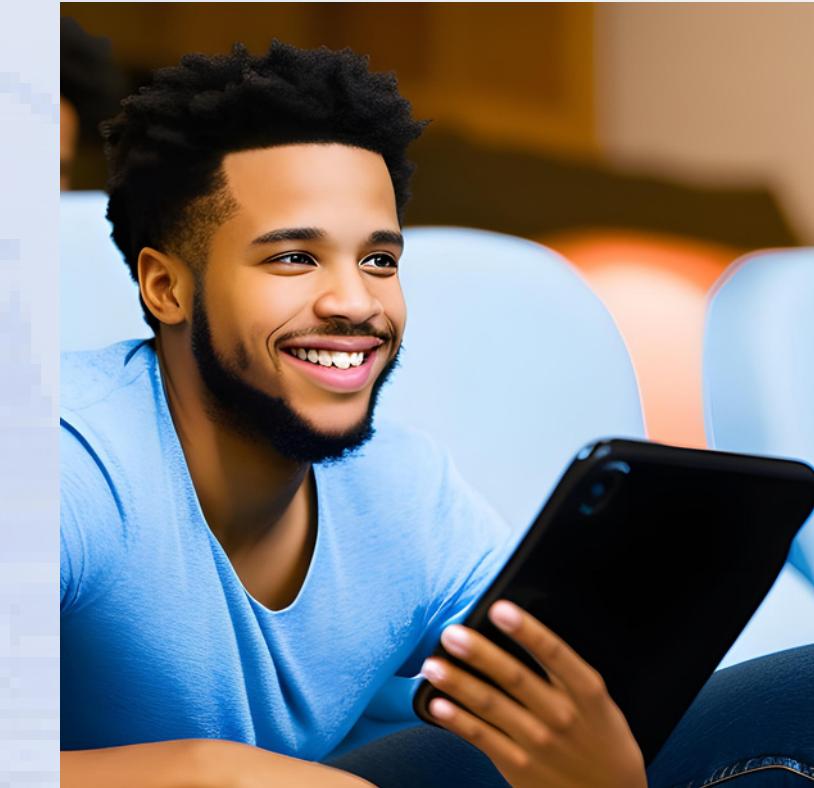
Part 4

Soon, the characters realize the real
world is tough, and they begin to miss
the simplicity of childhood.

SCENES CONTINUE TO FADE



Plot/Video Set Up: Main Idea



Part 5

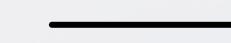
They receive a package from their parent(s) with their favorite toys and Disney movie.

SCENES FADE INTO EACH OTHER

Part 6

The characters watch the movie they were sent and are brought back to their childhood filled with Disney. Making the audience feel a sense of nostalgia as they relate.

SCENES FADE INTO EACH OTHER



Plot/Video Set Up: Outro



MUSIC CALMS AS
SCENE 8 PROGRESSES
TO ENDING.



Part 7

*FLASHBACK SCENES IN BLACK AND
WHITE*

Flashbacks of their childhood fill their mind
and they smile with joy as they recall their
happy memories.

SCENE FADES INTO STARRY NIGHT SKY

Part 8

*DISNEY IS WRITTEN ON THE SCREEN
OVER A STARRY NIGHT SKY, AS THE

NARRATOR WOODY SAYS THE TAGLINE:
“Celebrate 100 years of Disney, 100 years of
making dreams come true.”

THE END



Thank You

WALT DISNEY 100 YEARS

