



**SM6P07NI Digital Media Project**

**50% Research and Proposal**

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*I confirm that I understand my coursework needs to be submitted online via Google Classroom under the relevant module page before the deadline in order for my assignment to be accepted and marked. I am fully aware that late submissions will be treated as non-submission and a marks of zero will be awarded.*

Abstract

*- Give a brief summary of what the project is about, and the contents included in this documentation. (Words not counted)*

This documentation includes full summary of the process used to complete the TVC project of Yamaha FZS-V3

This Digital Media Project’s primarily focused on creating an advertisement for the company Yamaha which provide different segment of bikes and scooter. Choosing Yamaha FZS-V3 bike helps to get message towards the audience by showcasing its designs, unique features, performance, comfort and technological advancements. The advertisement provides overview of creation process, concept of development, audience analysis, design elements, media strategies and so on. Promoting a product within a completive market is the motive of this project.

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# Introduction

## Topic

*Mention the project topic here and give a brief description about it.*

**“Unleash the Thrill: Lord of the streets: FZS-V3 Bike Revolution”** is a high-energy, adventurous TV commercial that puts the emphasis on the bike's major features—Yamaha FZS-V3.

The commercial revolves around showcasing individual components of the bike—such as the chiselled fuel tank, LED headlamp, digital meter, and revolutionary fuel-injection system.

With sharp images and kinetic text animations, each component is revealed with swagger and accuracy.

The commercial avoids excessive storytelling and instead offers a lean, performance-oriented message.

Quick cuts and striking motion graphics hold the viewer's attention throughout.

It's made to appeal deeply to Nepal's youth, their passion for power, accuracy, and uniqueness.

The FZS-V3 is not only a bike, but a statement of bold identity.

The images highlight toughness, street mentality, and innovation.

Yamaha's heritage of performance is upheld with each shot.

## Area of Research

*Mention the main research topic here what were research upon before concluding what was required for the final outcome.*

The core research scope focused on analysing the most crucial elements necessary to create an effective television commercial (TVC) for Yamaha FZS-V3 motorbike. The research involved scrutiny of previous Yamaha TVCs, specifically for FZS category, and scrutiny of the competitor's ads in the same category.

Key areas of focus were the visual representation of the bike's design, engine performance, handling, and innovative aspects like the LED headlamp, digital instrument cluster, and single-channel ABS. Additionally, the research also explored how these technical aspects could be creatively conveyed to appeal to the target market—young, urban riders looking for style, power, and control.

Some other aspects of the research were the study of consumer behaviour, emotional attachment in automotive advertising, and the role played by background music, camera shot, and action shots in creating a robust and aspirational brand image.

All this groundwork led to determine what was required in the final TVC outcome a high-energy, visually captivating commercial that not only highlights the Yamaha FZS-V3 features but also reflects a confidence, speed, and freedom lifestyle.

# Aims of Project

*In this section, you are to mention the purpose of the project and what it will be useful for. Mention reasons for why it will be useful as well.*

The primary aim of this project is to plan and develop a successful television commercial (TVC) for the Yamaha FZS-V3 motorcycle that can successfully communicate the bike's unique features, performance benefits, and brand identity to its target market.

The goal of this project is to create a TVC that not only increases the product awareness but also enhances the emotional appeal of the Yamaha FZS-V3 among urban, young bikers who seek style, control, and innovation in their bike purchase. This project can be useful for studying how to interpret technical specs such as the muscularity of the bike, sophisticated brakes, LED headlamp, and digital meter into imaginative visual stories that resonate with people.

Apart from that, it can provide information on consumer attitudes, brand positioning, and the intersection of the visual and auditory elements in advertising. The outcome can be a valuable asset to marketers, advertisers, and advertising creative teams responsible for automotive brand building and advertising. By promoting the Yamaha FZS-V3 in a fresh, exciting, and emotional way, the TVC will solidify Yamaha's market visibility and influence purchasing decision of customers.

# Target Audience

*Mention the target audience demographics such as Age, Gender, Ethnicity, Location etc. and give reasons to support why the outcome proves to be for those specific audiences.*

The primary target market for the Yamaha FZS-V3 TV commercial is young men between 18 and 30 years of age, coming mainly from urban and semi-urban cities. This is a segment with a proclivity for sporty, stylish, yet performance-driven motorcycles that are durable and offer value for money. Most of this segment is comprised of college students, young professionals, and first-time buyers of motorcycles who desire a motorbike that reflects their image aggressive, confident, and bold. While the advert is predominantly addressed to male riders, it does not entirely exclude female riders, especially those who appreciate muscular, street-type motorbikes for their daily or leisure rides.

Ethnically, the advertisement is designed to be representative and inclusive of a wide audience, reflecting the country's cultural diversity while being contemporary and aspirational in tone. The urban setting chosen for the commercial, along with high-energy visuals, contemporary music, and kinetic camera work, is designed to appeal to a generation that is technology-savvy, fashion-conscious, and lifestyle brand-oriented. The attributes of the FZS-V3, such as its sporty appearance, LED headlight, fuel efficiency, digital meter, and fine handling, align with the aspirations and expectations of this audience segment.

By appealing to this segment, the TVC aims to build an emotional and aspirational connection with potential buyers and lead them to view the FZS-V3 as not just a means of transport, but as a lifestyle choice that defines their personality and daily lives.

# Product Research

*Mention the contents researched upon which was used to develop the final product. This may include theories, techniques, new media practices and similar product reviews. Note: This should be different than the Literature Review and Product Review Contents.*

# Technologies Employed

*Mention the technologies used to develop the product. This may include the use of software tools and techniques used to complete the product.*

Some of the professional tools and technologies employed to bring the vision of the FZS-V3 TVC to life and deliver a high-quality, visually compelling result include:

## Video Editing Software: Adobe Premiere Pro formed the backbone of editing the commercial. It provided finely controlled pacing, transitions, and integration of footage, text animation, and sound design to deliver a slick, effective final cut.

## Motion Graphics and Text Animation: Adobe After Effects was extensively used for motion graphics and kinetic typography, especially to highlight the bike's key components like the engine, fuel tank, digital meter using dynamic, on-screen text animations.

## Graphic Design Tools: Adobe Illustrator and Adobe Photoshop were utilized for visual item design such as branded overlays, title cards, and in-video design elements. These software’s assisted in developing a consistent look of visual identity and helped with the bold, modern look of the TVC.

## Sound Editing Software: Cubase 5, Region 12 were used to edit and polish the audio elements, including background music, sound effects and transitions. The software assisted in building a soundscape that could enhance the muscular image of the bike.

## Camera and Cinematography Equipment: Mirrorless and high-definition DSLR cameras, and gimbals were used for smooth shooting, film-like shots of the bike from various angles both performance and design.

## Planning and Documentation Tools: Microsoft Word and Excel were used for shot lists, scriptwriting, budgeting, and planning the production. These tools helped enable effective communication and productive execution in the production process.

# Project Plan

*Mention the initial plan that was done, mention what was used as a prototype/test scene and how the final product had been decided.*

*Also mention what changes had to be done before you completed the final product in this section. (Compare old Timeline with New Timeline).*

# Production Phases

*Mention the production Phases followed, depending on the project that you undertook, and mention the details on what steps were carried out in each phases along with images and screenshots to complete the entire project.*

# Resources

*List out the Hardware and Software Tools used to complete the project and mention if additional tools had to be used than what was mentioned in the Proposal. You are to also mention the Research and Testing Tools here.*

## Technology of choice:

### Level of Interactivity: The advertisement will be largely non-interactive, functioning as a standard video advertisement. There might be a web version with clickable links for added interactivity with the product's features.

### Distribution Platform: Different digital platforms such as Facebook, Instagram, YouTube and websites where the advertisement will spread. Also, the advertisement also be shown on television and at events or retail stores via screens and kiosks.

## i. Hardware:

### i. Laptop:

Lenovo Legion 5 2022 (15ARH7H)

Processor: Ryzen 7 6800H with Radeon Graphics 3.20GHz

Graphics: Nvidia’s GeForce RTX 3060

Ram:16GB RAM

Storage:512GB SSD,

Display15.6" FHD 165Hz

## ii. Software:

### i. Adobe Premier pro

### ii. Adobe After Effects

### iii. Adobe Photoshop

### iv. Microsoft Excel

### v. Cubase 5

### vi. Region 12

# User Testing & Findings

*Mention the Tests that were conducted among the users and mention the finding in detail in this section.*

Evaluator 1:

# Conclusion

*Mention the overall conclusion of the project, things that were covered in this documentation and what this project has accomplished. (Note: You are not to mention your experiences here)*

# References

*List all your references here with direct citation. (Words not counted)*

# Appendix

*Keep all your supporting documents such as Gantt Chart, Survey Results, Interview and other details here (Words not counted)*

### Gantt Chart

### Approval letter

Close-up of a letter

Description automatically generated

Figure 13 Approval Letter provided by Yamaha

### Log sheet

A close-up of a document

Description automatically generated

Figure 14 Log Sheet 01

A close-up of a document

Description automatically generated

Figure 15 Log Sheet 02

A close-up of a document

Description automatically generated

Figure 16 Log Sheet 03

A close-up of a logbook entry sheet

Description automatically generated

Figure 17 Log Sheet 04

Close-up of a document with a signature

Description automatically generated

Figure 18 Log Sheet 05

A close-up of a logbook entry sheet

Description automatically generated

Figure 19 Log Sheet 06

A close-up of a logbook entry sheet

Description automatically generated

Figure 20 Log Sheet 07

A close-up of a document

Description automatically generated

Figure 21 Log Sheet 08

A close-up of a logbook entry sheet

Description automatically generated

Figure 22 Log Sheet 09

A close-up of a document

Description automatically generated

Figure 23 Log Sheet 10