

Brushed Armour Classic Zippo Advert Pitch

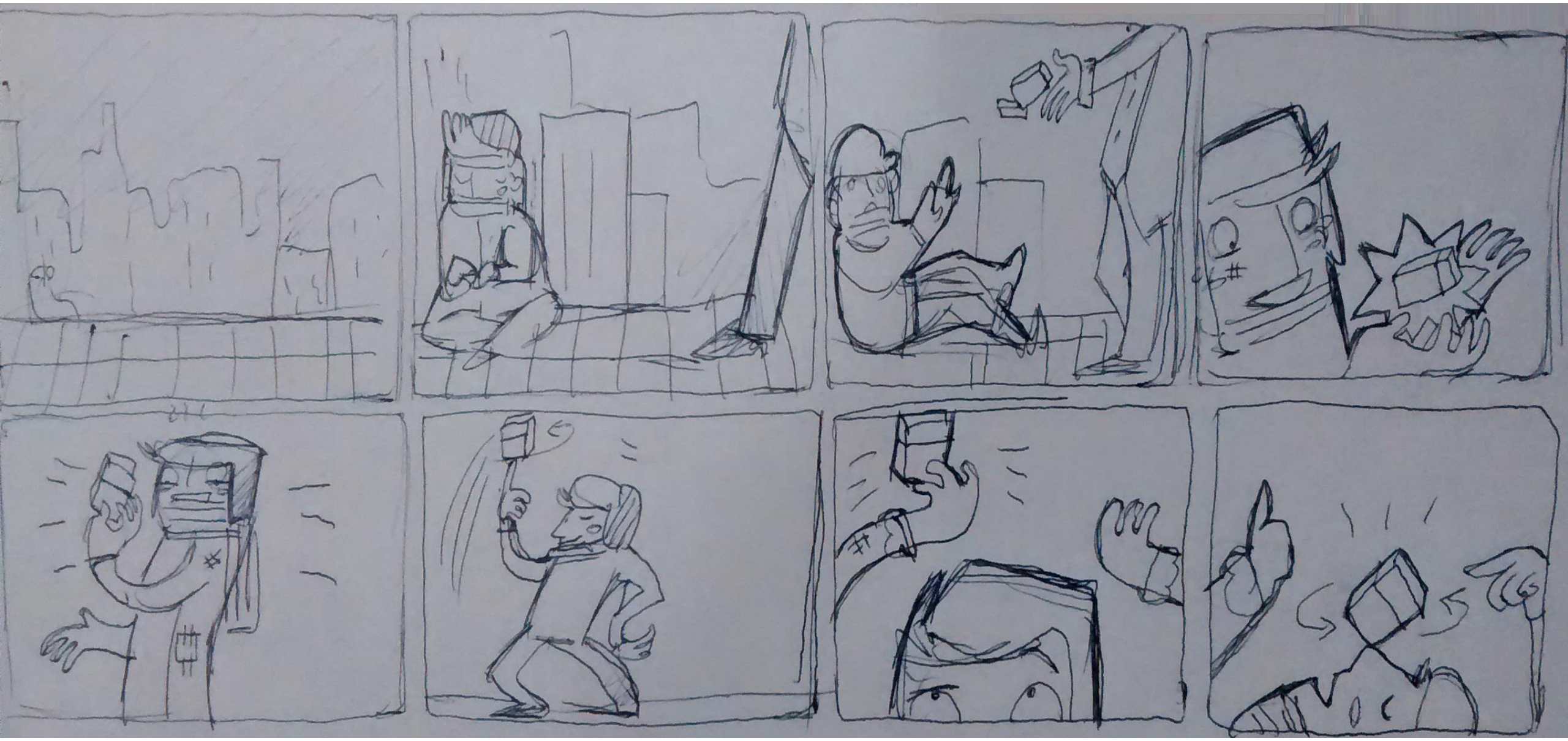


Associations to the Classic Zippo

- Middle aged man
- Classy
- Rich



Story Line for the Advert



Appeal behind the Advert

Tricks

- Makes people want to buy the zippo and learn the tricks

Dance Moves & Light Trails & Flame Colour Change

- Catches the viewers eye
- Immerses them in the advert

Music and Sound Effects

Classy Man

- Foot steps
- Swing music for entrance

Dancing scene

- Dub-step
- Shows the change of setting

Lighting the zippo

- Zippo clicking shut

Thank you for listening

Any Questions?