



The TV Commercial

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Business 50.7 Advertising and Direct Marketing

Brooklyn College

Study Guide F 19

Critical Thinking and Concept Application





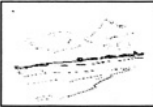

page 1 of 2

Chapter 19 The TV Commercial

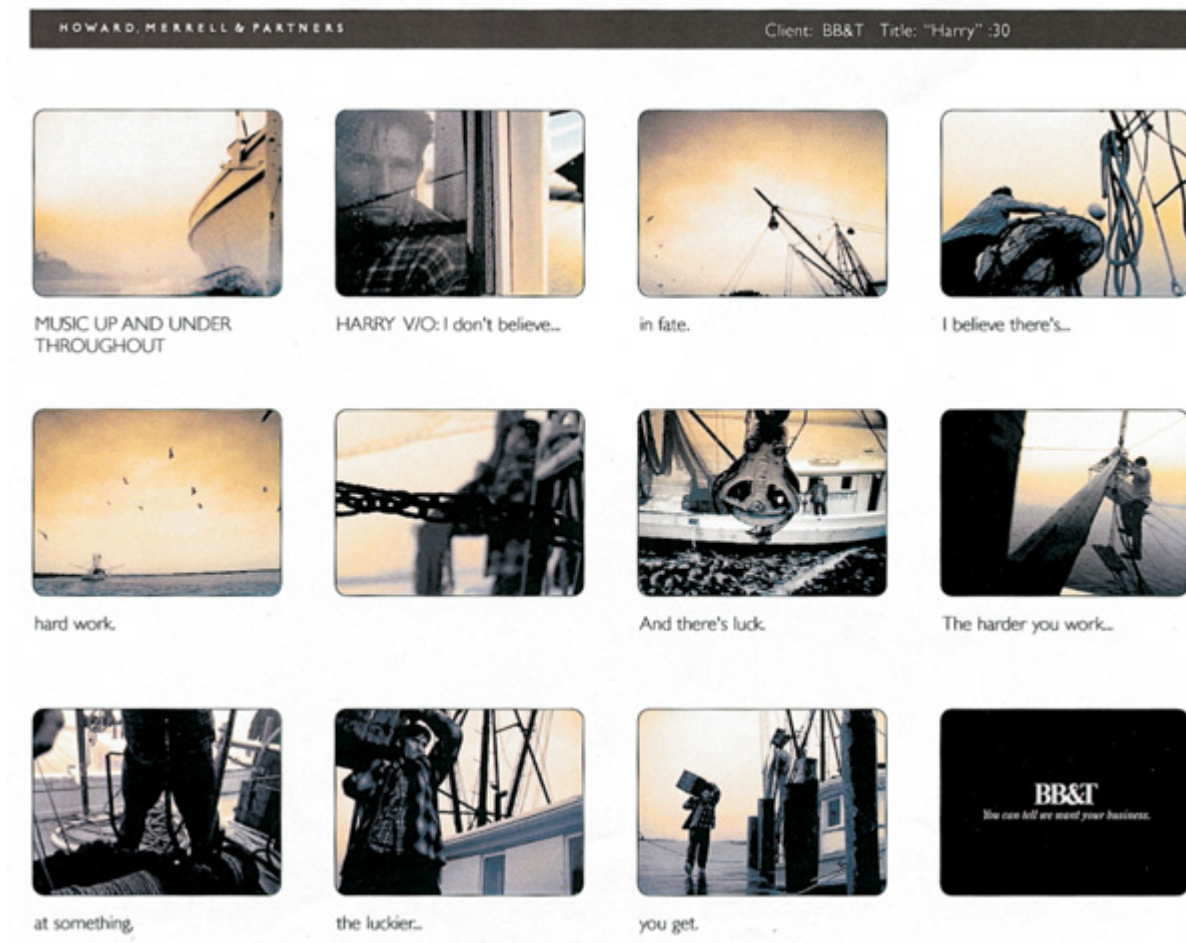
1. The TV commercial has two basic segments: the video (the sight or visual part) and the audio (spoken words, music, or other sounds). The creation process begins with the video because television is generally better at showing than telling. Briefly explain each of the visual techniques.

- a) testimonials
- b) serials
- c) oldies footage
- d) spokesperson
- e) demonstration
- f) slice of life
- g) problem solution
- h) vignettes

2) List the key tips to writing the script

TV SCRIPT: Pawleys "Leave Us Alone"	
VIDEO	AUDIO
1. MS: BEACH SCENE PEOPLE IN CHAIRS OUTSIDE OF HOUSE	 MUSIC: IN AND UNDER (George Winston quiet jazz) ANNCR: Pawleys is a great
2. CU: CHILD DIGGING IN SAND WITH OCEAN BACKGROUND	 family resort.
3. MS: PEOPLE WALK- ING ON ALMOST EMPTY BEACH	 It is nature at its best....
4. LS: LADY ALONE WALKING INLET	 a beautiful pristine...beach
5. WIDE SHOT OF EMPTY BEACH, FEW HOUSES	 Don't come, we're having fun.
6. END FRAME	 Pawleys is OUR beach.

3. What is a storyboard? Storyboards consist of 2 frames for each scene. What does the top frame contain? What does the bottom contain?



4. List and briefly explain 4 ways you can use music in the commercial.
5. List 9 points that should be covered at every PRE production meeting
6. List and briefly explain the 4 production (shooting) steps
7. What is morphing? Give an example