

Pre- Production assignment

Introduction

For my pre-production assignment, I have decided to design the storyboard for an advertisement for a dance clothing company.

I have chosen to advertise this product because I have discovered that there is a potential market for my product due to society's obsession with following high street fashion trends. By advertising this product I am addressing a need for a product that is not being addressed by other mainstream companies and advertisers meaning there is a niche in the market for my type of product. I know there is a niche in the market for my product as there is currently no other dancewear shop in the UK which sells the type of dancewear that I have created. I think my product will sell because of the following reasons:

- There are over a hundred dance schools in Northern Ireland
- 60% of them allow students to wear what they want to class instead of a uniform
- The majority of the dance students at these schools are female

I have conducted extensive research into both the target audience for my product and the genre of advertising. The results of this research can be seen in the post production report.

As a result of the research I conducted for a dance clothing range I have decided on the following for my television advertisement:

The advertisement opens with a scene in a corridor. Young women are lined up outside of a studio waiting for an audition. The scene changes to show girls coming continuously out after the other unsuccessful with their audition. The girl at the end of the line sees this and runs into a nearby bathroom. The next clip is when she comes out of the bathroom wearing her new Bold. Brash. Ballet dance clothing. It changes to the next scene and everyone is staring at her in the line to the audition. In the next scene it shows her walking in the door to the studio to audition. The clip changes to show the confused faces of the judges because she is wearing something completely different from the rest of the girls. In the next clip she starts to dance. Music starts to play in the background. It is the latest in a long line of songs from Lady Gaga- Just Dance. The judges' faces are shown again. This time they are in absolute shock as she is actually very good. It then jumps to the next scene when she is on stage at a theatre performing the dance she did for the audition. The next clip shows her finishing the dance and then she bows and roses are thrown at her feet. You can hear clapping and she receives a standing ovation from the audience. To finish, the logo Bold. Brash. Ballet comes up onto the screen narrated by a young female.

The girl auditioning in the advert is a young female as this is the target audience for my product. The target audience will be attracted to the product from this advert as the product is made out to be the hero because without the bold dance clothing she would not have won over the judges and stole the show. The music also attracts the target audience as typically my target audience of young females listen to this type of music.