

Tetley Tea Evaluation

Production management

For this task, we had to produce a 30 second advert for a Tetley Tea Competition in which our advert will be broadcasted. Because it was for a live client, we had to produce an advert of professional standards.

As a class, everyone had to do some research. In order to have a successful advert, we had to get both primary and secondary research. We handed out 30 questionnaires with 20 questions on and put my findings into graphs. I also got secondary information off the Internet and highlighter relevant information, which could help me with my advert.

After we had done our research, we brainstormed several ideas individually. My initial ideas were;

1. A man selling teabags at a street corner, you think its drugs until the man gets home and reveal it is a teabag
2. A man burgles a house and he looks around the house, he doesn't take the TV or the safe full of money, but he stills a box of Tetley's.
3. An animation with a load of celebrities drinking Tetley tea saying the slogan 'everyone's cup of tea'. They will be in there own location such as Beckham at a football stadium and George Bush in his office.
- 4.2 people in a café drinking tea and then two people notice each other drinking the same tea and they fall in love

We were then put into groups. I was put into a group with Katie and Ben. We decided to use the house robbery idea because our questionnaires showed that people wanted to see a comedy advert so we felt that the advert would target a wider audience.

Our idea was that a burglar would enter a house and steal all the valuables he could find, when the owner of the house comes in, he decides to leave all of the valuables such as money, jewellery and a laptop and leaves with the Tetley Tea. This shows that Tetley tea is better than all of those objects.

We then started to do pre production. During pre production we did have some difficulties, several lessons were cancelled due to having no electrics in the Village but we still met deadlines for our work. We set out pre production roles between us. I did the treatment, Codes and Conventions and music clearance, Ben did the storyboard, production schedule and contingency plan and Katie did the risk assessment, Recce and release forms. This is how the pre production helped us;

Treatment – it gave us an in depth understanding of what our advert what our idea was for group members and for pitching our idea.

Release and talent forms – these gave us permission to use the actors and location for our Advert

Storyboard – the storyboard helped the director and camera operator with what shots to use and it made the filming a lot easier, it was just a ruff idea of what we should film.

Music Copyright – As we used the mission impossible music without permission, our advert may not be broadcasted

Recce – we made a Recce to show where we would be filming and any problems we may face filming there.

Risk assessment – any safety problems we may face whilst filming.

Contingency Plan – we made a contingency plan to make sure everything goes as plan whilst filming, and if not, we had a plan B.

Budget – this gave us an idea of how much it would cost if we were a proper production company

Once we had done all of the pre production, we were ready to film and we arranged a time and date to film.

Production Techniques

We rented out all of the equipment and Katie took it back to her house ready for filming the next day. On the day of filming, Ben was the Director and Actor who played the Robber, I was the camera operator and Katie was the Continuity manager and the Actress who played the homeowner.

It took us about an hour and a half to film. There were a few problems such as we did not have any Tetley tea so we had to go to the shop and get some. Also there was bad lighting in some scenes but we overcame it by using a torch.

We used a wide range of different shots so our audience don't get bored. We used low angle shots, not to show subject vulnerability but to have a CCTV effect. We also had high angle shots to show subject power to the burglar. We also had a point of view shot to make the audience feel like they're the burglar, so it makes them feel like they would do anything for Tetley Tea.

In some of the shots, I used manual focus; this was to focus on a specific object, such as the final shot where I focus on the Tetley tea bag rather than the burglar in the background.

Because we had to work to a professional standard, we had to make sure we had the white balance correct before we filmed. We also had to make sure the lighting was adequate.

Post Production

Once the filming was done, we logged the tape onto the computer. I then put it onto final cut pro. As we only had about 4 minutes of footage, it didn't take long for me to cut the footage. I placed everything in sequence, and then added some effects.

There were several different effects I used, I had a CCTV effect in one of the shots, this added to the realism of the advert. I also did a speed up effect to make it more exciting. The only transitions used were cuts and there was one fade effect at the end to show that time had passed.

While I was editing, Katie and Ben got some music, we decided to use the mission impossible theme tune because it fitted well with our advert. We also used some text, at the end of the advert, which had the slogan 'Everyone's Cup of Tea'

Conclusion

I think that overall, our advert was successful. It met the client's needs by being a professional standard and I also met the briefs expectations by meeting deadlines. Our advert may not win the competition as we did not have a big budget and we also used music with no copyright to it.

We screened our advert to the rest of the class and asked them some questions about our advert. These are the questions we asked and answers we got

What did you think of our advert?

Everyone in our class said it was one of the best one's they've seen from previous years and this year, they all said that it had just the right pace, that the CCTV footage added extra visual without going too over the top with it. The fact that we used the mission impossible music was good as well as it was easily recognised and everyone knew what it signified straight away.

Was the music appropriate?

The whole class agreed that we chose the right music to go with our advert. As the music only comes in in mission impossible when tom cruise is attempting to steal something the class automatically assumed the same thing. This fact added with the visual it fitted in very well. The class also said the fact that we didn't start the music off straight away or before you saw the visual but a few seconds afterwards was better than if we had done as it gave the audience time to think about what was going to happen before the music helped to make assumptions.

Was the length appropriate?

The class agreed that it was just the right length for an advert but it could be just slightly too long for some people that have a short attention span and that are not interested in Tetley tea. But over all the total time was 53 minutes long and the class agreed it was the right length.

Can you tell who are target audience is?

The group said that they could tell that it was aimed at a younger audience due to the style that it was shot the music it contained that the type of house that was used for filming they said that it was quite clear but that an older audience might not find it as appealing as we'd like it to come across as.

Did we meet our target audience's wants and needs?

The class thought that we advertised Tetley tea as much as possible without over advertising it. The fact that we waited a while before we put in the shot of Tetley tea was better than having bought it in immediately. In their opinion the audience wanted Tetley tea without it being shoved in there face because in some cases that makes people not want to buy a product.