

Your task!

Morrisons have noticed that Tesco and Sainsbury's are making a lot of profit from their Christmas adverts and therefore they would like to create an advert to beat them. Your task is to come up with a TV Christmas advert for Morrisons.

- ❖ They are willing to spend £5 million pounds on the advert.
- ❖ They would like it to convey the message 'Christmas Spirit'.
- ❖ Your ideas need to be presented in a story board format.
- ❖ You also need to create a script for the characters in your advert.



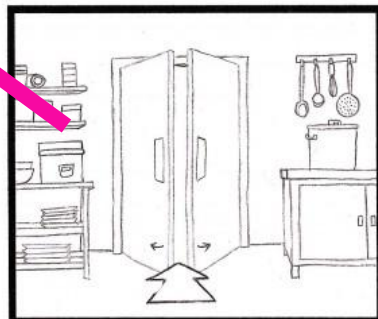
- ❖ Who is your target market? (who is your advert aimed at; is it children? Adults? Families? Teenagers?)
- ❖ Why do you think the advert you have created will help Morrisons beat competitors?
- ❖ Are you going to include any products in your advert? Or are you just going to tell a story?



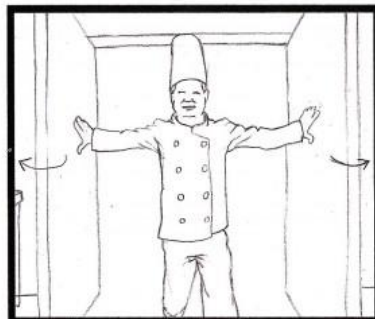
Send us your creations – prizes are available!

You need to draw a picture of each shot in your advert.

LUCKY BOAT BRAND 2011 storyboard (page 1)



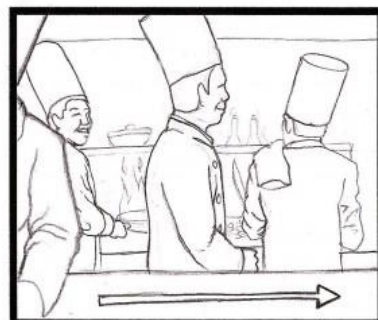
1, Zoom in on the doors of the kitchen that are being opened.



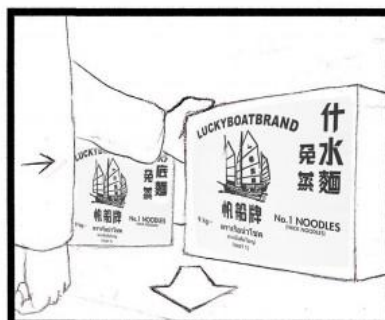
2, MCU Confidant chef opening the doors.



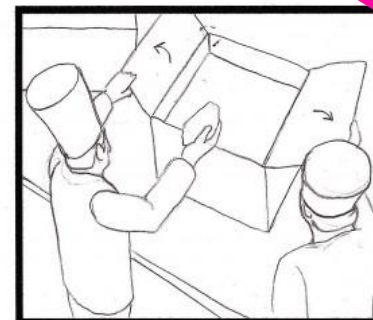
3, MCU to CU on chef as he pass by camera.



4, MCU Chef walking in a busy kitchen.



5, Camera following chef to go to the 2 boxes of noodles.

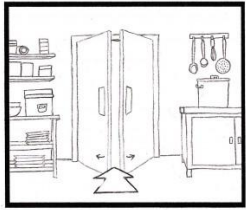


6, Eye bird few on chef opening box and picking up nest.

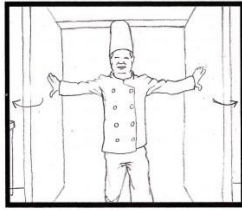
The box shot: it zooms outwards, from the logo on the box, upwards to an arial shot and then zoom in, in a looping motion (centre of rotation being the box), the chefs action is that he approaches the box, opens and picks out some noodles, only he holds it over the open box so that the box is always centre of focus.

Underneath each shot you need to give some explanation. For example; what music do you want playing; do you want the camera to zoom in at certain points?

You need to use as much colour as possible!



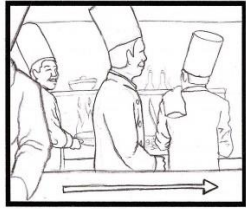
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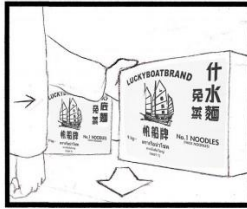
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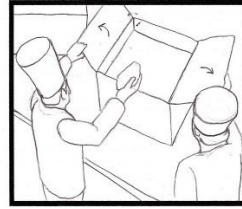
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Morrisons have noticed that Tesco and Sainsbury's are making a lot of profit from their Christmas adverts and therefore they would like to create a advert to beat them.

Your task, in groups of no more than 3, you need to come up with a TV Christmas advert for Morrisons.

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- ❖ They would like it to convey the message 'Christmas Spirit'.
- ❖ Your ideas need to be presented in a story board format.
- ❖ You also need to create a script for the characters in your advert.

- ❖ You need to draw a picture of each shot in your advert.
- ❖ Underneath each shot you need to give some explanation. For example; what music do you want playing; do you want the camera to zoom in at certain points?
- ❖ You need to use as much colour as possible!



- ❖ Who is your target market? (who is your advert aimed at; is it children? Adults? Families? Teenagers?)
- ❖ Why do you think the advert you have created will help Morrisons beat competitors?
- ❖ Are you going to include any products in your advert? Or are you just going to tell a story?