

Title of the advert: It's time for a change

Form: Commercial advert

Medium: Television

Production company name: Galaxy productions

Client product company: Innocent Inc

Client Product: Innocent smoothies.

Executive summary: The main points of this proposal is that it's trying to demonstrate that we are trying to encourage people to drink Innocent drinks rather than fizzy drinks. The client brief has been met because of its attempt.

Product description: Had enough of soft and fizzy drinks? Why not try Innocent! It's not your regular smoothie, it's your 5 a day. You may not want to physically eat a fruit so drink it. All of our Innocent smoothies and juices are made entirely from fruit and veg and just like fruit and veg they provide a whole host of nutrients. You can drink it in the morning as part of your breakfast, have it with your lunch and even have it before you go to bed.

Synopsis: The advert will mainly focus on the product 'innocent'. Innocent smoothies and juices that are 100% healthy and sugar free. A boy (14 years of age) is watching TV then his Mum calls him to the kitchen. The mum has noticed that her son drinks fizzy drinks more than water, juice etc. She tells her son that the house is fizzy drinks- free. They go to the supermarket and the mum notices 'Innocent' and reads the ingredients and buys packets of it and Josh likes it. They leave the store happy and Josh is smiling. After key information and facts about the company 'Change 4 life' will show persuading the target audience to purchase healthy drinks and food.

Statement of needs: This product and advert is required because the rise of obesity within teenagers in the UK is on the rise. In the UK, one in every 10 young people aged five to 19, is obese. The purpose is to implement a healthier way of living and snacking by having an Innocent drink. This will

help them have a healthier future and a lower risk of health problems that may occur.

Target audience: 11-16 year olds.

Running time: The running time of the advert will be 3 minutes long.

Key scenes: The boy watching TV and wanting a fizzy drink. The mother reads how unhealthy fizzy drinks are and offers an Innocent drink.

Character list: A boy and a mother and a narrator.

Budget: The budget for this advert is £500,00.

Timescale: We are aiming to get this done in 6 weeks.

Concluding comments: It needs to engage the audience and relate back to them. It shouldn't be too serious, it should be entertaining but informative.