Brainstorm a list of ESA topics.

Client interview: Commercial

Team name:
Date:
Client name:

1. PSA Message: What is the issue and change in behavior you'd like to see? (5pts)

2. Target Audience: Who would you like to communicate with? What should change as a result of this ESA? (5pts)

3. What video and audio elements will you include to convey this message? (be specific, think about the close ups that will show, rather than tell) (5pts)

Goals and target audience
Identify some immediate goals for your ESA. What will your target audience "take away" after listening to your message?

Describe three long-term goals for your ESA. What will your target audience think or feel after 1 year/5 years/10 years?

Describe the primary audience for your ESA.

Use a few adjectives to describe how you want the target audience to perceive your ESA. (Examples: prestigious, friendly, corporate, fun, forward-thinking, innovative, cutting-edge, serious, crazy.)

You have inspired the audience to act on your message, now how can they participate? (What is the "call to action?") What are all the ways it can be accessed (internet, phone, print ect.)?

Describe the product or service you are advertising (**assume your target audiences position and that they have no prior knowledge of the product or service**).

What are the features, or "selling points," of the product or service you are advertising?

List some reasons why/how your audience will benefit from your product or service.

Use a few adjectives to describe how you want the target audience to perceive your product or service. (Examples: time-saving, efficient, tasty, easy-to-use, sleek, hip, cutting-edge, fast.)

Who or what is the primary competition for this product or service?

Now that you have thoroughly investigated the audience and product/service, what is the **single most important point** you wish to convey in your ESA?

Other questions for your client:

Content
Do you have content you want to reuse in this commercial? For example, you might have content from previous commercials, brochures, posters, websites, and so on. How will you get this content to the designers?

Can you give examples of the content or "selling points" of a commercial for a similar product you found especially successful? Why do you like this commercial?

What contact information do you want to include in your ESA, if any?

Other questions for your client:

Design requirements
Should certain organization images, logos, sounds or slogans be included in the ESA? Describe these. Can you provide them?

Describe the content of commercials/public service announcements you like. Do they feature only the product or service itself, people talking about the product or engaging in the service, stories, or other kinds of content?

Distribution
How will you distribute your ESA?

If there is a version for the web, will it need any dynamic (interactive) components? For example, some web commercials use Adobe Flash or Javascript to add interactivity. Describe the desired interactivity.

What resolution and format does your audio/video require? Describe any other requirements for the audio/video component.

How long do you expect to use this ESA?

Once the client interview questions are approved do this:

25 Ideas Brainstorming (25 points) - List ideas for exactly what you will script and produce for this commercial.

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2 Column Script (50 Points) - Add a 2 column table below (table>insert table> 2x1) Use the "tab" key to add new rows to the table. A **two column script** has direction in the left column (ex. Announcer reads in a deep voice, crashing sounds in the background, music begins at 15 seconds, ect...) and the script (also called "copy") written in the right column. The columns should match up side by side chronologically.