

Carhartt Treatment for Commercial

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Target Audience:

For this commercial the target demographic should be young to middle aged individuals of all races and genders. The Carhartt brand is a brand that has products for any age or gender. The target psychographic for this ad would be parents who are looking to get a quality jacket for their children that will last them a very long time. The storyline will appeal to young parents in the fact that this is a product that their child could grow up wearing and creating memories. It will also target young men and women who are also looking for a durable jacket for work or for winters.

Main Concept:

The concept of this commercial is to promote a Carhartt jacket. The Carhartt brand and products are known for their durability and longevity. The Carhartt brand has been loved for its utility in blue collar work for a long time, but this commercial will show its functionality for everyday use for people of all ages. In this commercial we will show the recognisable and most sold item the Carhartt jacket, but we will show it being worn by a kid as he grows up.

Media Placement:

This commercial should air mostly during the back to school season and holiday season. Since it is a cold weather clothing item it should be aired leading up to the fall and winter months. It should air on programs that parents and middle class families watch such as news channels. It should also be run during sports broadcasts such as NFL, NBA, and NHL games.

Format & Storyline:

The format of this commercial is a dramatization. The commercial will start with a camera shot of an old worn Carhartt jacket hanging on a hook by the door. The camera will then zoom all the way into the logo on the jacket until you can see the threading. The picture will then morph into memories from the jacket. The first memory will be of a toddler running around and playing in a pile of leaves wearing a little Carhartt jacket. Then the memory will morph again into a memory of the boy as a teenager going to a highschool football game at night with his friends also wearing a Carhartt Jacket. The memory will morph again to the teenager all grown up wearing the jacket while he mows the lawn. The memory will morph one more time to him wearing the same jacket in the fall and playing in the leaves with his son who is also wearing a Carhartt jacket. As the memory fades, a narrator will say “ Built to last, Built for life.” and the memory will fade into the Carhartt logo. During the commercial there will be maybe a slower country song playing in the background.

Visual Images:

The commercial is heavily dependent on visual imagery. There is no dialogue until one sentence at the very end. Some of the images shown in the commercial are of the jacket being used just to keep warm while being outside in the cold and images of the jacket being worn outside while doing yard work which its more traditional and recognizable use is. To showcase the brands logo as much as possible I want to make sure to frame my shots where the actor is standing so the logo is prominent in the shot. The actor will also be wearing other Carhartt apparel such as boots and a hat; the logo will be very visible in all shots. The hat will be their winter beanie hat which has a big logo right on the front.

Production Techniques:

- The camera shots used will primarily be wide shots of the scenes taking place during the memories but in the first shot there will be a zoom in of the jacket
- The camera shots will transition using a fade transition to portray the passage of time.
- There will be a slower country song playing in the background in addition to some chatter being heard in the background during the different scenes but no official dialogue during the scenes.
- There will be a voiceover at the very end of the commercial saying “Built to last, Built for life”
- Then a final image of the Carhartt logo