**Level 2 Diploma Creative Media Production**

**Advertisement Production Treatment**

A treatment is a document that presents the idea of your advertisement before writing the entire script. Treatments are often written in present tense, in a narrative-like prose, and highlight the most important information about your advertisement, including name, strapline, story summary, and character descriptions. Treatment are often used in the initial stages of idea generation and will be used to support a pitch and sell your advertisement idea to producers or production members.

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| **Title** |
| Pringles Advertisement |
| **Strapline** |
| A strapline should summarise your film in one, catchy sentence. Loglines are often used as part of the marketing of the advertisement.  The strapline will see my character Symon being forced into the pringles by the tub of pringles and when he eats it he cant stop because he is enjoying it .  “pringles so good you cant stop” |
| **Summary** |
| What is your advertisement about? Identify any influences on your idea and discuss the intended genre and style.  This advertisement is set in dark night in apartment and Symon is hungry and there is only a can pringles left but refuses but the can isn’t having none of it and forces simons hand into the can which leads to him eating the pringle and is hooked and cant stop before the door shuts behind him.  This will be like a horror type theme where it is set during a dark night in a cold apartment. |
| **Narrative** |
| Identify plot points and explain how the story will be told, in terms of narrative structure. (Linear, Non-Linear, Multistrand etc.)  The story will be told in a horror like way and will be set in a rundown apartment and the story will attract people who like pringles and get new horror fans into pringles and this advert takes this approach to get new customers.  Scarily Delicious |
| **Characters / Actors** |
| Who are the characters? How many characters will you need? What is the purpose of these characters within the narrative?  There will only be one character named Symon who lives alone In an apartment and he is a hungry character who eats anything except the can of pringles and is a very smartly dressed person. |
| **Influences** |
| Provide references to media which has inspired your idea or the style of your visual media project.  Horror films , scary adverts , pringle adverts , |