4D Puzzle Advert

Bailey

Audience: Family, Adults ,Elderly this would also be targeted towards people that take a particular interest in sealife and love putting stuff together this would also aim at collectors who love collecting things and like to put them on display.

* **Ideas:** I can show it to people who love sealife and show them how to build it and stuff and will use actual videos of a lionfish and the sea to show them what to expect when they build the product and show it in the box and show it unsealed and will also show the finished product to persuade the audience to buy the product and also promote it at a good price to tempt them into buying the product so they can take it home and build it with family and friends.
* Another idea I could use to promote the product is I can show the product to researchers who are doing research on the lionfish and I can promote the product to them so they can build it whilst they are doing their research into the lionfish.
* Another idea to promote the product is to give them facts about the lionfish and also tell them midway through about the 3d puzzle for example how to build it and show them the finished product and also tell them that it is available in all good retailers before continuing with the facts video.

But my advert I will be using real life footage of a lionfish swimming in the sea with my voice telling the customer/viewer about the product I will also show the product boxed and unboxed with an underwater background and show the built product before ending with the line **available in all good corner shops** before ending with the line **do it and build it the quay way** before ending with an image of the boxed product. The advert will last roughly for around a minute

**Script-**

Bailey – have you always wanted to own a lionfish

Bailey – well now you can with the 4d lionfish puzzle from quay

Cut - Show of boxed product (1)

Bailey - fifteen incredible pieces to build from

Cut – show all fifteen pieces one by one

Bailey – develop the skills to build by building your lionfish

Cut – show a short quick time lapsed video of building the product

Bailey – build it and put it on display and you’ve got your lionfish

Cut – show of boxed product (2)

Bailey – 4d lionfish puzzle from quay available from all good corner shops

Bailey – Build it and do it the quay way

Cut – image of company logo