My final project was a success, I am pleased with how it all came together. The reason I chose advertising Land Rover is because I wanted to send a message and encourage females to drive big cars like Jeeps, Land Rover, Range Rover. I really like Jeeps but I haven’t really seen lots of female driving them, this caught my attention and this is where I got my project idea from.

The thing that went well was the overall video, this is because I got a female young model to be part of my project. The main point of the video was to show and encourage female to drive big cars, so I had to make the video effective. I had my model change in to two outfits, the first one was a young female driver, and the second one was to be in a role of a mother, I believe that all females should drive big cars, no matter what age. I am really happy about this, everything went better than I expected and planned.

The thing that I struggled with the most was time management, I did lots of planning and research but I wasn’t organised, I contacted lots of showrooms regarding the project however it wasn’t always a positive feedback. This did make it a lot harder for me because I didn’t have much time left. My project was going to be on jeeps but some showrooms didn’t let me film therefore I had to stick to Land Rover. The reason I wanted to use a jeep was because it’s different and stands out more and with Land Rover and Range rovers a lot of people do drive them and they are popular.