**Advert Idea**

<https://www.youtube.com/watch?v=ktBEEsCQYLM>

**Title - Colour land**

This advert you can see the different techniques with the colour paint thrown at the characters in this video to make you imagine what it is like to actually have those headphone, seeing how people act while listening to music with these brand of headphones. I would be using at least 5 people either dancing around to the music with the headphones on or doing certain activities to make the ad more fun and energetic. I would try to find ways to be able to slow down the paint when it hits the person.

The video is Pathos and mainly Ethos since it has a celebrity who designed the headphones but my advert will just be Pathos with the emotion of happiness and joy with all the colours from the paint and the way the people act while dancing around the room, persuading the audience with how energetic they are being which is making them want the product more.

**Things needed for the Advert**

Music - Would be from Sound cloud a remix so when put on YouTube it won’t be copyrighted

Paint – All different colours.

Background – use a white backdrop during the video shoot to make the video more about the colour and how joyful it is when you have life in colour.

Headphones – Buy at least four white headphones.

Characters – At least five people for the video certain people will wear all white and some will wear normal coloured clothes (If they choose they want to get their clothes covered in paint.