Video Proposal & Treatment

Proposal

The advert is for Beats headphones and will use four different coloured headphones that I have prepared myself at home. Each person will have either one of the headphones to use while they are doing a specific movement. My working title would be called “Feel the Beat” as my characters will be dancing along to the beat, the title would want to make people think about how those headphones would make them feel the beat of the song they would listen to. The key question that this video will be answering is why you should buy that specific brand of headphones seeing how well they work for those characters.

The purpose of this advert is to attract younger teens to adults who love to listen to music with over the head headphones with the amount of various colours to choose from. Also to show how much fun these headphones can make you feel by seeing all these people using the headphones in their own way either on the head on around their neck just doing a certain activity. The total running time for this advert will be 30 seconds. I will be using premiere pro and after effect to firstly edit my video editing to the beat of the song I choose and then transfer is too after effects to add moving text to put beside the people in my advert.

Treatment

To summarize my advert the beginning would start of with someone nodding to the music then transfer to the tagline “Feel the Beat” The setting is in the light room/Studio with a white screen that will have lights shining on the backdrop so that there’s no glares or shadows behind the characters during filming. The concept behind it is that the colour of the headphones and use of music will hook the audience into feeling a specific way when watching the advert. I will have at least 10 people from my class to be in my video dancing around with the headphones.

Feel the Beat would be the tagline.

The style of this advert will be colourful fun and very upbeat showing that theses headphones are very popular for it.