MAD2013 Copywriting, Gamma 2013/2014  
Project 4: Copywriting for TV Commercial 20%  

PART 1: GROUP OF 3  

Task  
To create copy for a 30-second television commercial of your group’s chosen product/service. The form is either in testimonial, slice-of-life dialogue, narration, or by using spokesperson. Develop your ideas into the format given. Use the proper language and abbreviations taught as well as the principles to guide you in writing your television commercial script. This should be parallel to your ideation development.  

Goal  
To win target audience’s attention and confidence in the product, and most importantly stir their desire to take action (purchase the product) through a commercial that is engaging and memorable. Creative copywriting will be the emphasis in this subject.  
*Assessment considerations: Novelty of idea, message clarity, product & target audience knowledge, script format, language & grammar.  

PART 2: INDIVIDUAL  
Choose ONE (1) TVC (of your choice) and write a critique on the ad.  
Please comment on the;  
1. Clarity of the message  
2. The appeal of the ad (audio and video)  
3. What is the tone of the ad (humour/ serious/ informative/ promotional/ steeped in emotion or just the facts, etc *don’t just choose from here, there are a lot more tone and manner available)  
4. Who do you think the target audience is  
5. Which part did you like and WHY, which part you did not like and WHY.  
Approx. 1 A4 paper. At the top of the sheet, indicate your name, ID, and the chosen ad.  

Submission and/or presentation  
Date : 9/9/2013 (Monday)  
Time : 09.30AM  
Venue : DR0001  

Submission items:  
a. GROUP: Creative Brief, Copy platform, minimum 2 A4 Storyboard thumbnails (minimum 12 Panels), TV commercial copy script.  
b. INDIVIDUAL: TV commercial critique report  
• All printed in A4, stapled together, including the individual task, they are all to be COMPILED and submitted as a GROUP.