

Creating Effective TV Commercials

- Begin at the finish.

Concentrate on the final impression the commercial will make.

- Create an attention-getting opening.

An opening that is visually surprising or full of action, drama, humour or human interest sets the context and allows a smooth transition to the rest of the commercial.

- Use a situation that grows naturally out of the sales story.

Make it easy for viewers to identify with the characters and why they should buy the product.

Creating Effective Tv Commercials

Annelies Wilder-Smith



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