Advertising Task Email

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To: Company responsible for the Blazin' Raisins design, slogan and logo.

Subject: TV advert for the 'No Bovver' hoverboard.

Hi,

Following your success with the design for the Blazin' Raisins chocolate bar, we would like to bring you on board to manage the advertising campaign for our new product – the 'No Bovver' hoverboard.

There has been a lot of money invested in this product which is at the cutting edge of new technology. The high cost of making the product combined with the cost of TV advertising means that the advert must deliver immediate interest and sales.

For this reason, we are looking for something a little different or 'out of the box' and we have included some links to adverts we have liked in the past, which may inspire your thinking. There are also some product details below:

Product: No Bovver Hoverboard

Company producing the hoverboard: The Future is Here.

Product Description: This hoverboard is the real thing – it has a range of 2 miles and can achieve heights of up to 30 metres. It has a flight time of up to 10 minutes. It works by creating its own magnetic field which repels the ground to keep it airborne.

Cost: At its launch, the product will cost £999. 99

Target market: This board is really aimed at anyone who can afford it from middle age adults, who remember hover boards from Back to the Future, to teenagers, who are currently skaters. Therefore, the advert needs to appeal to a wide ranging audience.

Requirement: 1 x 30 second TV advert and 1 x Billboard/Magazine/Newspaper Advertisement. (This will be scaled to suit the different formats.

Resources: Image packs containing an image of the Hoverboard and a logo for the company 'The Future is Now' will be sent to you separately.

Good luck!