

30-Sec. Television Commercial  
Jour 435

Student: \_\_\_\_\_

Student: \_\_\_\_\_

Strategic Message Planner Grade

A (4.8)  
40 percent

TV Script Grade

B+ (4.0)  
40 percent

Production Grade

A (2.4)  
20 percent

Project Grade:

A- (11.2)

A+ = 13. A = 12. A- = 11. B+ = 10. B = 9. B- = 8. C+ = 7. C = 6. C- = 5. D+ = 4. D = 3. D- = 2. F = 1.

A grade of "A" generally indicates a professional TV commercial. A grade of "B" or "C" generally indicates a competent commercial. A grade of "D" or "F" generally indicates an incomplete commercial – not ready to show client.

Terms Used on Grading Sheets

Professional: Ready to show client.

well done

Competent: Almost professional. Almost ready to show client.

Incomplete: Unacceptable. Not approaching professional quality.

I. Strategic Message Planner

SMP Grade: A

	Incomplete	Competent	Professional	Comments
Client & Product Info			✓ careful with jargon/slang	good sp of Procter & Gamble
Target Audience			✓	is <u>upkeep</u> a verb?
Product Benefits			✓	
Current Brand Image		X		Be sure to keep focus on target
Desired Brand Image			✓	sounds a little like ad copy, though
Direct Competitors & Brand Images			✓	note minor edits
Indirect Competitors & Brand Images		X		we're losing focus on target
Advertising Goal			✓	
Strategic Message			✓	good
Supporting Benefits		X		keep focus on target
Format			✓	
Grammar		X		note edits
Other				

Don't try to appeal to 2 targets

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Well done - keep focus on target public. Note the minor edits.

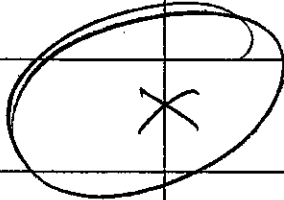
## Definition of Terms for SMP

Incomplete SMP	Competent SMP	Professional SMP
<p>Not ready to show client, but revision could salvage. Needs copyediting. Needs revision in two or more of the following areas.</p> <ul style="list-style-type: none"> <li>• client/product information (may be sparse)</li> <li>• description of target audience (may be too general or too broad)</li> <li>• product benefits (may be sparse, inaccurate, generic)</li> <li>• current brand image (may be general or inaccurate)</li> <li>• desired brand image (may be too generic)</li> <li>• direct competitors and brand images (may be incomplete or lack accurate images)</li> <li>• indirect competitors and brand images (may be incomplete or lack accurate images)</li> <li>• ad goal (may focus only on profits or sales)</li> <li>• strategic message (may not grow logically from previous research; may not fulfill ad goal and desired brand image; may not appeal to target)</li> <li>• supporting benefits (may not support strategic message)</li> </ul>	<p>Almost ready to show client. May need minor copyediting. Needs minor revision in one or two of the following areas.</p> <ul style="list-style-type: none"> <li>• client/product information (may be sparse)</li> <li>• description of target audience (may be too general or too broad)</li> <li>• product benefits (may be sparse, inaccurate, generic)</li> <li>• current brand image (may be general or inaccurate)</li> <li>• desired brand image (may be too generic)</li> <li>• direct competitors and brand images (may be incomplete or lack accurate images)</li> <li>• indirect competitors and brand images (may be incomplete or lack accurate images)</li> <li>• ad goal (may focus only on profits or sales)</li> <li>• strategic message (may not grow logically from previous research; may not fulfill ad goal and desired brand image; may not appeal to target)</li> <li>• supporting benefits (may not support strategic message)</li> </ul>	<p>Ready to show client. Excellent in all 10 areas.</p> <ul style="list-style-type: none"> <li>• detailed, concise, relevant client and product information.</li> <li>• detailed, concise, relevant description of ad (not whole product) target audience.</li> <li>• detailed, concise, relevant description of product benefits.</li> <li>• concise, accurate current brand image.</li> <li>• concise, accurate desired brand image.</li> <li>• concise and accurate lists and descriptions of direct and indirect competitors, including brand images.</li> <li>• concise and accurate ad goal; goes beyond "to sell product and make money."</li> <li>• compelling strategic message; clearly grows from previous SMP portions.</li> <li>• compelling supporting benefits; effectively answer the "prove it" challenge to the strategic message.</li> </ul>

II. TV Script

TV Script Grade:

*B+*

	Incomplete	Competent	Professional	Comments
On Message		X		"Personalized"?
Creativity			✓	
Grammar			✓	
Format			✓	
Repetition of client/product; shows product		X		<u>3?</u>
Conversational tone			✓	
Hit and run writing			✓	
Use of music and SFX			✓	
Presence of establishing shot			✓	MS - bat OK
Shot widths vary				Why 3 widths in a row?
Shot lengths vary			✓	careful w/ 1 sec shots
Content fits length			✓	
Understandable production directions		X		see notes on script
Other				

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## Definition of Terms for TV Script

Incomplete TV Script	Competent TV Script	Professional TV Script
<p>Revision is needed in two or more of these areas:</p> <ul style="list-style-type: none"> <li>• strategic message: (fails to follow SMP)</li> <li>• creativity (predictable; uninspired)</li> <li>• grammar (errors aren't made for effect)</li> <li>• format (doesn't follow two-column format – not easy for producer to follow)</li> <li>• repetition of client/product name (fails to appear approximately 3 times in each 30 seconds)</li> <li>• tone (lack of conversation tone becomes distracting)</li> <li>• hit and run writing (words don't coordinate well with images)</li> <li>• music and SFX (use of music and sound effects are inappropriate: off-message choices, absent, and/or excessive)</li> <li>• presence of establishing (script lacks an establishing shot)</li> <li>• shot widths vary (lack of variety among shot widths and/or presence of back-to-back wide shots and/or back-to-back medium shots)</li> <li>• shot lengths vary (lack of variety in shot lengths)</li> <li>• content fits length (too much or too little content for the specified length)</li> <li>• understandable production directions (missing or cryptic instructions)</li> </ul>	<p>Minor revision needed in at least one of these areas:</p> <ul style="list-style-type: none"> <li>• strategic message: (fails to follow SMP)</li> <li>• creativity (predictable; uninspired)</li> <li>• grammar (errors aren't made for effect)</li> <li>• format (doesn't follow two-column format – not easy for producer to follow)</li> <li>• repetition of client/product name (fails to appear approximately 3 times in each 30 seconds)</li> <li>• tone (lack of conversation tone becomes distracting)</li> <li>• hit and run writing (words don't coordinate well with images)</li> <li>• music and SFX (use of music and sound effects are inappropriate: off-message choices, absent, and/or excessive)</li> <li>• presence of establishing (script lacks an establishing shot)</li> <li>• shot widths vary (lack of variety among shot widths and/or presence of back-to-back wide shots and/or back-to-back medium shots)</li> <li>• shot lengths vary (lack of variety in shot lengths)</li> <li>• content fits length (too much or too little content for the specified length)</li> <li>• understandable production directions (missing or cryptic instructions)</li> </ul>	<p>Professional (ready-to-produce) quality in these categories:</p> <ul style="list-style-type: none"> <li>• strategic message: (follows SMP)</li> <li>• creativity (original and engaging)</li> <li>• grammar (any errors are made for effect)</li> <li>• format (clear two-column presentation)</li> <li>• repetition of client/product name (appears approximately 3 times in each 30 seconds)</li> <li>• tone (engagingly conversational)</li> <li>• hit and run writing (words coordinate well with images)</li> <li>• music and SFX (use of music and sound effects are appropriate: on-message, neither excessive or deficient)</li> <li>• presence of establishing (script has an effective establishing shot)</li> <li>• shot widths vary (effective variety among shot widths; no ineffective back-to-back wide shots and/or ineffective back-to-back medium shots)</li> <li>• shot lengths vary (effective variety in shot lengths)</li> <li>• content fits length (ideas and word count are appropriate for length)</li> <li>• understandable production directions (script is ready to give to producer)</li> </ul>

III. Production

Production Grade: A well done

	Incomplete	Competent	Professional	Comments
Follows script			✓	
Sound levels			✓	
Narrative over lyrics?			✓	
Length			✓	
Stray sounds?			✓	
Variation of shot widths, angles and lengths?		✓		no deduction problem is in script
Steady camera?		X		one shaky shot
Well-framed shots?			✓	
Jump cuts or continuity errors?		X		left hand - right hand from shot 1 to shot 2?
Other				

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## Definition of Terms for Production

Incomplete Production	Competent Production	Professional Production
<p>Revision is needed in two or more of these areas:</p> <ul style="list-style-type: none"> <li>• relation of production to script (significant variations)</li> <li>• voice (dysfunctional volume and/or narration over music vocals)</li> <li>• music/SFX (inappropriate levels or choice)</li> <li>• sound clarity (distortion, stray sounds)</li> <li>• sound levels (too loud, too quiet, or too mismatched)</li> <li>• TV: Inadequate variation of shot angles</li> <li>• TV: Ineffective framing of shots</li> <li>• TV: Unsteady camera.</li> <li>• TV: Jump cuts or continuity errors</li> <li>• length of spot (too long or short)</li> </ul>	<p>Minor revision needed in at least one of these areas:</p> <ul style="list-style-type: none"> <li>• relation of production to script (minor variations)</li> <li>• voice (dysfunctional volume and/or narration over music vocals)</li> <li>• music/SFX (inappropriate levels or choice)</li> <li>• sound clarity (distortion, stray sounds)</li> <li>• sound levels (too loud, too quiet, or too mismatched)</li> <li>• TV: Inadequate variation of shot angles</li> <li>• TV: Ineffective framing of shots</li> <li>• TV: Unsteady camera.</li> <li>• TV: Jump cuts or continuity errors</li> <li>• length of spot (too long or short)</li> </ul>	<p>Professional (ready-to-broadcast) quality in these categories:</p> <ul style="list-style-type: none"> <li>• relation of production to script (production follows and fulfills script)</li> <li>• voice (levels and no narration over music vocals)</li> <li>• music/SFX (appropriateness and levels)</li> <li>• sound clarity (no distortion, no stray sounds)</li> <li>• sound levels</li> <li>• TV: Effective variation of shot angles</li> <li>• TV: Effective framing of shots</li> <li>• TV: Steady camera.</li> <li>• TV: No jump cuts or continuity errors</li> <li>• length of spot (comfortably fits allotted time)</li> </ul>

Please note: Assessment of shot widths and lengths occurs in the evaluation of the TV script.

**Overall Comments:**

Client: Crest Wild Expressions

Project: Increase awareness of the Crest Wild Expressions brand.

Prepared by: [REDACTED]

Approved by: Professor Marsh

## Strategic Message Planner: Crest Wild Expressions

### Client and Product *good*

Crest, a Procter & Gamble product, is a toothpaste brand known for its protection against cavities. Recognized for its 1960s "Look, Ma-- No Cavities" campaign, Crest remains as a kid-tested and family-approved brand.

Procter & Gamble introduced the Crest brand to consumers in 1955 as the first fluoride toothpaste clinically-proven to prevent cavities and tooth decay. In 1960, Crest became the first toothpaste brand to receive endorsement from the American Dental Association. With the success of its first toothpaste, Crest experimented for the next 25 years to create a new and improved formula. In 1981, Advanced Formula Crest was introduced to consumers (P&G).

Crest held the number one market share for 30 years until surpassed by Colgate in 1997. Currently, Colgate holds 37 percent of the toothpaste market and Crest holds 34 percent (Associated Content). *interesting*

Since Crest's beginning, the company has expanded its product line to include numerous toothpaste, toothbrush, mouthwash, dental floss and whitening options. Among the toothpaste products, Crest has created a children's line to help make brushing a fun habit. The children's line includes Sesame Street Kid's Cavity Protection, Kid's Spider-Man Super Action Liquid Gel, Barbie Burstin' Bubblegum, Kid's Crest Cavity Protection Sparkle Fun and the newest addition for "tweens," Crest Wild Expressions in Burstin' Bubblegum and Cinnasational Swirl (Crest).

Crest Wild Expressions offers two unique toothpaste flavors that cater to a kid's palate. The packaging is bright, pronounced and wacky. Additionally, Crest has created a Web site that mirrors the image of the Wild Expressions brand line. The Web site is highly interactive with games, personality or "flavor" quizzes, daily challenges and areas for children to post their own "wild ideas." The interactive site continues with the idea of personalization and self-confidence. Even the color scheme of the web page can be changed at the child's discretion. Most importantly, the phrase "be bold, be brave, be totally you" is reiterated throughout the site and its numerous links. *more specificity*  
*good AP style*

Crest Wild Expressions can be found at mass merchandisers, drug stores and grocers. The retail price for one 4.6 ounce bottle ranges between \$3.23 and \$3.69. *L?*

### *good* Target Audience

The target audience for this particular commercial is children ages 8 to 12, or tweens, who hate brushing their teeth because it gets in the way of doing much "cooler" things. These children see brushing as a chore and must be constantly reminded by parents to upkeep their oral hygiene. Ultimately, these children see themselves as "just too busy" for boring things like brushing their

*is there a web?*



teeth.

The typical school day for this target audience includes running to the bus stop, eating a packed lunch, playing kickball at recess, getting distracted during "silent reading" and painting the most imaginative picture in Art class. When home, the child has a small snack while watching television or playing video games, moves on to surfing the Internet and will play outside with other neighborhood children before dinner time.

The average age of the target audience is 10. They live with one or both parents and have older siblings. The majority of these children are the youngest of the family, but some have one sibling two to three years younger. They thrive on individuality and constantly try to stand out in both ways, good and bad. Members of this target audience attend public school and their favorite subject is either Art, Music or Physical Education.

The parents of this target audience are mostly college graduates. Their median household income is \$50,000 to \$60,000. They embrace their child as an individual and encourage their son or daughter to show off their own special talents. These parents enroll their children in summer programs and help them with their homework at night. Overall, they are satisfied as parents, but wish they could get their child to brush without reminding. As long as their child's mouth is clean, the parent is happy. These parents also recognize Crest as a brand that can be trusted for prevention against cavities and tooth decay. If the child wants Crest, they buy Crest.

#### Product Benefits

Crest Wild Expressions offers two unique flavors that will make children want to rush to brush. Reminding will not be necessary because children will jump to do it on their own.

#### Current Brand Image

The target audience views the Crest brand as just another toothpaste. If the audience of tweens recognizes the name at all, they associate Crest with a minty taste and gritty texture. Parents of the target audience recognize Crest as a toothpaste responsible for better overall oral hygiene and cavity protection-- an image that will continue to be endorsed by Procter & Gamble.

#### Desired Brand Image

Brushing your teeth will be fun when you use Crest Wild Expressions. Choose the toothpaste that reflects your personality! "Be bold, be brave, be totally you" with Crest.

#### Direct Competitors and Brand Images

Direct competitors are children's toothpastes.

- Colgate 2 in 1 Kids- Colgate is a well-known brand of toothpaste and dental hygiene products. The packaging is similar to Crest's, however, this product comes in strawberry and watermelon flavor. While mirroring the product idea of Crest, Colgate's packaging includes cartoon-like images that feel "too young" to our target audience made of tweens.
- Aquafresh Triple Protection for Kids- Another popular brand of toothpaste, Aquafresh's packaging is much less targeted to appeal to young children. It is available in "bubblemint" flavor. They also have a Dr. Seuss package that features characters from

*Good*

*Crest 3 does this best? Seems to be spray*

*Good*

*I get it.*

*OK - but keep focus on target*

*Sounds like an ad - but OK*

*pm 3 - comma space*

*Good*

the children's books, which appeals to younger children. Again, the product is too young for our target audience.

- Oral-B Anticavity Fluoride Toothpaste- Oral-B is another respected brand of toothpaste. This features toothpaste in bubble gum flavor with a Winnie the Pooh package. Again, the target audience sees this brand as "too young" for them and would steer clear of the toddler-inspired characters of Winnie the Pooh and Little Bear.

OK - but are these age - same competitors?

focus on target?

**Indirect Competitors and Brand Images**

Indirect competitors include adult toothpastes, generic toothpastes and mouthwashes. Many parents may see children's toothpastes as unnecessary expenses or simply less effective than other toothpastes. Parents often squabble with their children about getting them to brush their teeth and many products are purchased by parents hoping to put an end to this.

Does this belong here - pretty general.

**Advertising Goal**

To spark interest in children and show parents that Crest Wild Expressions toothpaste will make their children want to brush their teeth.

OK - but keep focus on target

**Strategic Message**

Crest Wild Expressions is a great-tasting and personalized way to take care of your teeth. Turn your chore into fun and rush to brush with Crest Wild Expressions.

good

**Supporting Benefits**

Does target care?

Feature	Benefits
Bubble gum and cinnamon flavors	tastes great
Great taste will lead to more brushing	Healthier teeth and gums
Contemporary packaging: small; sits upright; attached lid.	Easy for children to use; won't spill and takes up less space on counter; won't lose cap!
Liquid gel	Won't waste any in the bottom of the bottle, won't crust over in between uses and won't stick to sink or counter top like normal paste.
Well-established corporate and product brand	TRUST
Flavor options/Personalization	Kids will love it and so will moms and dads.

target?

target?

target?

Don't try to appeal to 2 targets.

A Well done, though some of those closing benefits seem off-target.

Title: Rush to Brush with Crest  
 Client/Sponsor: Crest Wild Expressions  
 Length: 30 seconds  
 Air Dates: October 15 - December 1

*Do we see the product clearly?  
 We need 3 mentions*

*bathtub?*  
 MS—Front view of girl opening cabinet (:02)

MUSIC:

WS—Girl pulling Crest from cabinet (:04)

(Light, whimsical cartoon music. Establish, then under)

CU—Toothpaste on toothbrush (:01)

*Do we show container?*

*oops - bad conservation*

WS—Girl puts down toothpaste, turns on water and begins brushing (:08)

MOTHER:

*god*  
 Amanda, your T-V show is starting!

*god*  
GIRL:

Be there in a minute!

*Careful with real homes (Professor B's pink)*

WS—Girl brushing teeth; "new day" (:04)

MOTHER:

*god*  
 Sweetie, the cookies are ready!

GIRL:

I'll have one later!

*??*  
 If I had to shoot this, I wouldn't know what to do here

WS—Girl brushing teeth; "new day" (:03)

MOTHER:

*god*  
 Honey, your friends are at the door!

GIRL:

They can wait!

*OK - this means that clothes change - it's a different day and time? Why quotes? Be sure to be specific.*

*See book & lecture notes - vary widths to keep viewer interest.*

*Great puts on your strategic message*

WS—Still shot of girl brushing teeth (:02)

*Careful—  
note ambiguity  
(not moving?)*

CU—Still shot of Crest Wild Expressions Burstin'  
Bubblegum (:06)

FADE TO BLACK AT :29

*good*

ANNOUNCER:

Confuse Mom. It'll be fun.

Turn your chore into fun ~~and~~ rush to brush with  
Crest Wild Expressions.

*Just to  
strengthen*

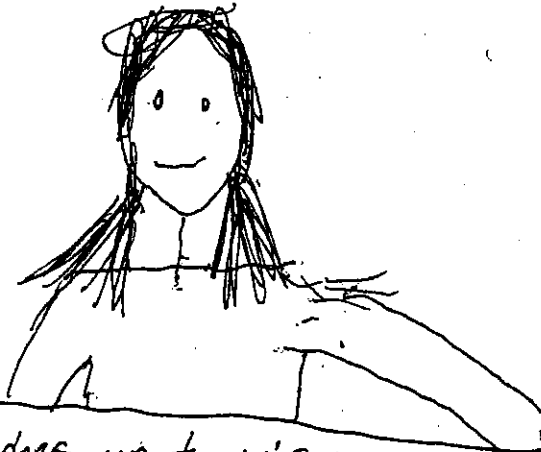
MUSIC:

(Up and then fade out at :29)

*(RT)*

*The wide shots (series)  
work once we see  
the video — but we  
need really clear  
direction in the script.  
That's a good long shot  
at the end — but  
can we get at least  
3 clear shots/  
mentions of product?*

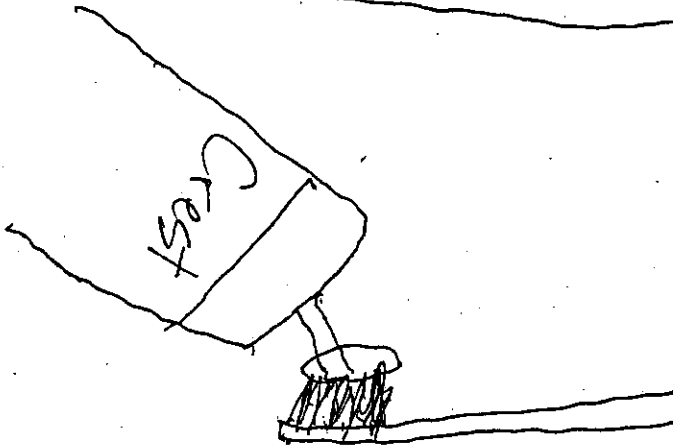
# Storyboard



Reaches up to mirror.



Grabs toothpaste. Closes mirror.



Puts toothpaste on brush.



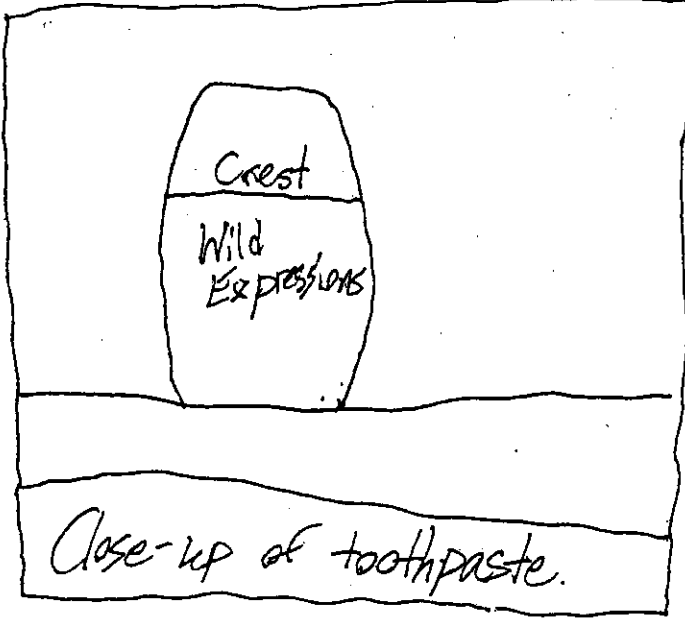
Brushes teeth.



Brushes teeth.



Brushes teeth. Frame Freezes.



Close-up of toothpaste.