

30-Sec. Television Commercial  
Jour 435

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

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

Strategic Message Planner Grade

F (0.4)  
40 percent

TV Script Grade

B (3.6)  
40 percent

Production Grade

B+ (2.0)  
20 percent

Project Grade:

C 6.0

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

Competent: Almost professional. Almost ready to show client.

Incomplete: Unacceptable. Not approaching professional quality.

*That SMP almost makes this unacceptable*

*Let's talk - you're both much better than this*

I. Strategic Message Planner

SMP Grade: F

	Incomplete	Competent	Professional	Comments
Client & Product Info	✓			we need much more
Target Audience	✓			we need much more
Product Benefits	✓			what is "the kit"?
Current Brand Image		X		see examples - needs to be concise
Desired Brand Image	✓			focus on product
Direct Competitors & Brand Images	✓			see comments on SMP
Indirect Competitors & Brand Images	✓			
Advertising Goal			✓	Goal
Strategic Message		✓		a little long
Supporting Benefits			X	
Format			✓	
Grammar		✓		
Other				

A grade of "A" generally indicates a professional SMP. A grade of "B" or "C" generally indicates a competent SMP. A grade of "D" or "F" generally indicates an incomplete SMP. Please see reverse for more information.

See comments on SMP.

## 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			✓	
Creativity			✓	
Grammar			✓	
Format			✓	
Repetition of client/product; shows product		✓		
Conversational tone		✓		no dialogue in 1st shots?
Hit and run writing		✓		
Use of music and SFX			<del>///</del> ✓	lyrics? ok - sorry
Presence of establishing shot			✓	
Shot widths vary			✓	
Shot lengths vary			✓	
Content fits length			✓	
Understandable production directions		✓		"pass"?
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: B+

	Incomplete	Competent	Professional	Comments
Follows script	X			we hit shot 5 at 21 secs <del>we're</del> <del>late/off script</del>
Sound levels			✓	
Narrative over lyrics?			✓	
Length			✓	
Stray sounds?			✓	
Variation of shot widths, angles and lengths?			✓	
Steady camera?			✓	good
Well-framed shots?			✓	
Jump cuts or continuity errors?			✓	
Other				

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*my problem is that  
departure from script.  
Good work*

## 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:** Hannah Montana/Disney  
**Project:** Campaign for the "Hannah Montana Pop Star Concert Kit"  
**Prepared By:** [REDACTED]  
**Approved By:** Professor Marsh

What is this?  
Where are the  
product details?

Please see  
examples in  
the book  
we need  
a lot  
more  
here.

### Client and Product

The Hannah Montana Brand was created by Disney for a TV show about an adolescent who lives a double life as a pop star (Hannah Montana) and as an ordinary girl (Miley Stewart). The show debuted in March of 2006, and today the brand carries all kinds of products, from clothing and accessories to electronics such as guitars and cameras. Disney has little to no competition in the pre-teen category, with both Hannah Montana and High School Musical being owned by Disney.

### Target Audience

The target audience for the Hannah Montana Pop Star Concert Kit ad is girls 8-12 who watch the show Hannah Montana. The audience relates to the character of Hannah Montana as a secret celebrity because they have a secret ambition to be famous; they also relate to her alter-ego, Miley Stewart, who deals with the ups and downs of ordinary life for a young girl. They are just beginning to deal with issues like friendships, boys and dating, and most likely look up to the character on the show.

Good  
Are they  
Secure/  
insecure?  
family  
situation?  
brothers &  
sisters?  
Do they  
watch  
show  
alone?

### Product Benefits

The Hannah Montana Pop Star Concert Kit makes the user feel famous. It gives the user a foundation to use imagination to be a "secret celebrity." The Hannah Montana Brand gives the products in the kit credibility with the audience, without that brand image the items do not have as much appeal. *I don't know what the kit is.*

### Current Brand Image

Disney's Hannah Montana character is idolized by the female demographic ranging in ages from 5-12. Hannah Montana is an early teen sensation with several products geared towards each age within the target age group. The Hannah Montana Pop Star Kit is geared towards 8-12 year olds. The St. Louis Dispatch reported that in March some Hannah Montana products tested high for lead count, but none were recalled. According to World Entertainment News Network the co-creator of the Hannah Montana character is also suing Disney Co. claiming that he is owed royalties on Hannah Montana products. In September there were also reports that Miley Cyrus wanted to quit the Hannah Montana television show, Cyrus however claimed those rumors were false. However, as Miley Cyrus ages she might hurt the Hannah Montana brand image.

What does  
the target  
think of  
the  
product?

Please  
see  
example  
in book -  
needs to  
be  
concise.

### Desired Brand Image

~~Hannah Montana and Hannah Montana merchandise~~ offer a fun, positive and lasting influence and role model for young elementary school girls.

Focus on the product



**Direct Competitors and Brand Images**

Mattel: Has one of the largest market shares in the toy manufactures industry. Mattel manufactures Barbie doll and Barbie products. Barbie has been a lasting positive image for young elementary school girls for generations.

*What competes directly with the product?*

Disney: Disney offers several other products and characters that would compete with Hannah Montana merchandise. Disney is often associated with its movies. For example the "princess movies" which its merchandise also appeals to girls ages 5-12, but focused more towards the young age of the spectrum. Disney Co. also owns High School Musical, teen movies with products geared towards the upper end of the 5-12 target age.

*We need to focus on our one product.*

*Sentence fragment / brand image?*

**Indirect Competitors and Brand Images**

Hasbro- Hasbro, along with Mattel holds a large portion of the market share within the toy manufactures industry. While Hasbro does make Disney Hannah Montana merchandise the company is closely associated with board games offering a differing choice from Hannah Montana products. Hasbro is also a well respected company.

*Does it make anything that competes without product*

Konmi- Konmi United State manufactures the popular video game Dance Dance Revolution. This game provides an energetic and fun way for children to play and perhaps learn a new skill as well. This product would be seen as a competitor because it appeals to the need of entertainment for the target audience.

*brand image?*

Huffy- Huffy Bike Company produces bicycles, in addition to scooters and other riding toys. Huffy is an indirect competitor because the company appeals again to energetic children that want to get outside and play. Huffy also produces themed Disney products.

**Advertising Goal**

The ad is introducing a new product in a well established brand. It is also reaffirming the Hannah Montana brand image and keeping the brand top-of-mind.

**Strategic Message**

The Hannah Montana Pop Star Concert Kit will make the audience's life more like Hannah Montana's/Miley Stewart's life. It will transform a mundane experience into a lively, fun and exciting one. A boring sleepover is transformed into the characters' own backstage concert adventure.

*a little long, but OK.*

**Supporting Benefits**

Feature:	Benefit:
Hannah Montana/Disney brand	Trust
Many different products in one	Can be for one or multiple people
Working camera ?	Makes child feel grown up because she can use it outside of playing
Sunglasses	Can be used outside of play time

*in the kit?*

*(F) I'm not sure what happened here - I think we rushed you too much. But this just isn't an SMP - several of the sections don't deliver the required info. We don't get a product description*

*I doubt that this will count in your semester grade. Again, I think the profs didn't allow enough time.*

Title: Hannah Montana Pop Star Concert Kit  
Client/Sponsor: Hannah Montana/Disney  
Length: 30 Seconds  
Air Date: October 15, 2008

1. WS—~~3~~ girls on bed, mom walks in and hands them kit (:05)
2. MS—Girls look at each other, excited (:03)
3. CU—Kit, girls' hands rip it open (:04)
4. MS—Girl #3 puts on pass, Girl #2 puts on sunglasses, Girl #1 grabs camera; Girl #1 jumps off bed and takes pictures with camera, as girl #2 two sings into hairbrush and girl #3 picks up guitar and plays it with exaggerated motions. (:05)
5. CU—Girl #1 taking pictures (:03)
6. MS—Girl #2 singing to hairbrush and Girl #2 playing guitar with exaggerated motions. (:05)

(we can figure this out, but it's the 1st mention)

MUSIC:  
(Hannah Montana music)

any sound?

~~est to hit hi~~  
~~there?~~  
~~listen?~~  
OK

Hannah Montana music fades at :24

ANNOUNCER:  
Become a secret celebrity with the Hannah Montana Pop Star Concert Kit.

7. CU—Kit on black surface (:05)

Includes camera, postcards, sunglasses and backstage pass. Film not included.

RT—:29:30

rare

Is this really the note we want to end on?

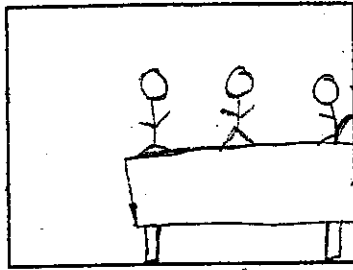
Do we get a good look at the name in those early scenes?  
I really, we get 3 hits on the name.

(B) Note the suggestions — but this is a good hit on your message.

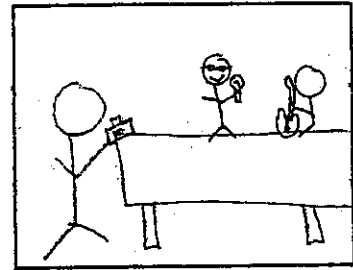
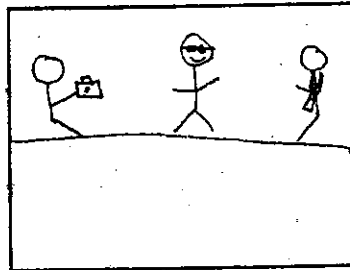
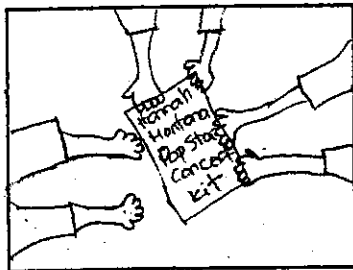
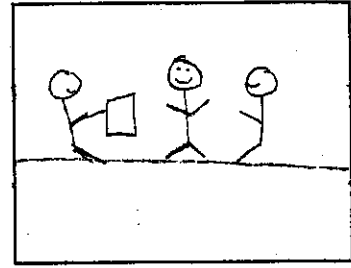
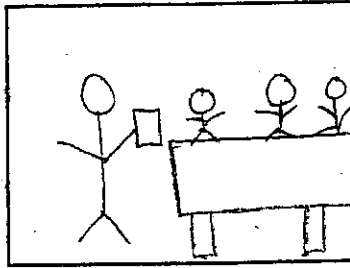
###

# Hannah Montana Pop Star Concert Kit Storyboard

Client: Disney Hannah Montana



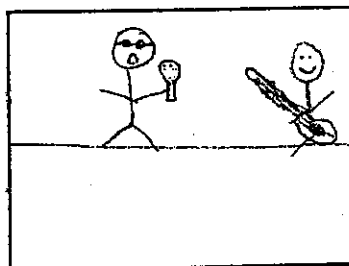
(Hannah Montana Music Starts)



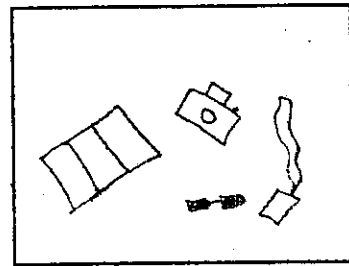
Doesn't quite match number of shots in script



(music fades)  
Become a secret  
celebrity



With the Hannah  
Montana Pop Star  
Concert Kit



Includes camera,  
Postcards, sunglasses  
and backstage pass.  
Film not included