

30-Sec. Television Commercial  
Jour 435

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

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

Strategic Message Planner Grade C+ (2.8)  
40 percent

TV Script Grade *we'll give* A (4.8)  
40 percent

Production Grade B (1.8)  
20 percent

Project Grade: B (9.4)

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.

*Overall,  
competent - plus*

*A few  
tweaks, and  
we're ready  
to show  
client.*

I. Strategic Message Planner

SMP Grade: C+

	Incomplete	Competent	Professional	Comments
Client & Product Info	✓			You just can't misspell the client's name
Target Audience		✓		audience for the ad - not whole product audience
Product Benefits		X		note edits
Current Brand Image		X		loss of focus on target
Desired Brand Image			✓	
Direct Competitors & Brand Images			✓	
Indirect Competitors & Brand Images			✓	
Advertising Goal		X		note edits
Strategic Message		X		pretty vague - applies to competitors? too
Supporting Benefits			✓	
Format			✓	
Grammar	X			
Other				

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*really needs editing for grammar*

## 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 Grades

*A well done*

	Incomplete	Competent	Professional	Comments
On Message			✓	<i>good</i>
Creativity			✓	
Grammar			✓	<i>much better</i>
Format			✓	
Repetition of client/product; shows product			✓	<i>great</i>
Conversational tone			✓	
Hit and run writing			✓	
Use of music and SFX			✓	
Presence of establishing shot			X	<i>OK - but OK</i>
Shot widths vary		X		<i>2 WS in a row</i>
Shot lengths vary			✓	
Content fits length			✓	
Understandable production directions			✓	
Other				

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

## 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		makes 2 shots of 1st script shot
Sound levels			✓	
Narrative over lyrics?			✓	
Length		X		end is cut off abruptly
Stray sounds?		X		at end
Variation of shot widths, angles and lengths?			✓	
Steady camera?		X		
Well-framed shots?			✓	
Jump cuts or continuity errors?		X		girl is in chair then gone
Other				

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

*Good work,  
given the  
deadline*

## 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: Habsro, Inc.  
443 Shaker Road  
East Longmeadow, Massachusetts 01028  
(413) 525- 6411

Project: The Game of Life T.V. commercial

Prepared By: [Redacted]

Approved By: Chuck Marsh 9/09/08

### Strategic Message Planner: The Game of Life

#### Client and Product:

The product category is a board game that is called The Game of Life. This product features many things that are fun and family friendly.

OK - but this isn't the category

*The Game of Life* is an enjoyable board game that has been on the consumer market since 1861 as *The Checkered Game of Life*. Today's version became available in 1960. *The Game of Life* lets a child be someone they can dream of being, an artist, a doctor, an athlete, etc. This board game has mini cars as the game pieces with little holes in the top to let the player put little people on top of them to start a family. *The Game of Life* includes cards with houses on them; the player can have a mansion, shack, etc. The fake money lets the player have an income along with having to pay bills, mortgages, along with tickets from police. *The Game of Life* allows kids to be grown ups for a change.

GI

cost?

*The Game of Life* is an enjoyable family game that kids can play with their friends or a family can play together on a family night.

*Milton Bradley Corporation* is a wide known game company that was bought by Habsro Inc. in 1984. *Habsro, Inc. Habsro* is the second largest toy maker in the world. *The Game of Life* is distinguishable from its competitors because it is a game that has been around for generations and families have come to know and love.

Milton Bradley himself designed the game which was his first board game that he designed. When most people think board game they think "dice" this is not what *The Game of Life* is about, all you need to do is spin a colored wheel to figure out where and how many to move and collect money, homes, and a family.

3 sentences crash together here

This is great research but it's short by the lack of proofreading

#### Target Audience:

ad - see the key difference?

The target audience for this product is children the age of 9 to 11. Both boys and girls will be targeted. *The Game of Life* is a family friendly game that will attract children to want this game and their parents will know and trust the maker of the game.

Children watching television in the afternoons would be most exposed to this commercial. The children that would be attracted to this game would be from a knowledgeable background, attend public and private schools, and have family time once a week.



What do ~~they~~ ~~do~~ SMP (The Game of Life)- 2  
their free time? Do they  
play video games?

This board game would appeal to children of this age group because being a child and living under a house with rules, chores, etc they wish they could be a grown up and this game will give them the chance to act like an adult.

pm/

**Product Benefits:**

The consumer's need for control is a major benefit for the product. Children love to be in control of things in life. *The Game of Life* lets children be the adult for a change, have a home, family, full time job, etc.

This game is a great family fun activity for the family to enjoy. Four to six players can play *The Game of Life*. The board game allows many people to play.

*The Game of Life* makes the player use math to figure out how many spaces to move, counting money and paying bills. This makes the player able to be in control of money and have money without worrying too much about losing it.

and even learn

*The Game of Life* allows the winner to feel like they have accomplished something along with improving their knowledge of life for the future along with learning more about life.

**Current Brand Image:**

The brand image of this product is a fun and enjoyable learning game with bright colors to attract the players and a colorful spin wheel. *The Game of Life* is a entertaining game that has been around for generations through generations that is family friendly and able to accommodate to a family or friends.

But does your target really know this?  
Be sure to review the book - what does

**Desired Brand Image:**

good

The desired brand image that the brand would like to appeal to the target audience is that this game is not old fashioned. It is in style with today's generation and is fun to play with your family and friends while learning about life and being able to count fake money and have a good time.

present?  
your target  
I think of  
the product?  
right word?

**Direct Competitors and Brand Images:**

good

One direct competitor of this board game is *Monopoly*, which is published by the Parker Brothers. Parker Brothers is a additional company of Hasbro. *Monopoly* is a direct competitor because it deals with money and buying homes and hotels. Although the game does have dice, which is not something, that *The Game of Life* includes. *Monopoly* is the main direct competitor because of the money issue and how people can use money to purchase things along with counting the money. The player collects money when they pass Go each time. This game is family friendly and has also been around for generations so parents and grandparents know about it and how to play. This game is also a trusted family game. The brand image of this game is that it is family oriented and easy to learn

sentence fragment

how to play and teach others to play. *Monopoly* is a game <sup>(that / G6</sup> in which families can play once a week and never get tired of it, <sup>comma splice PM3</sup> a different person can win each time.

Another direct competitor is *Candy Land* because yet again it is a trusted family game that has been around for generations. *Candy Land* is colorful like *The Game of Life* and attracts to children the ages of 9 to 11 for family time. In *Candy Land* the player moves a little person on to colorful spots on the board depending on what they draw from a stack of cards. This game has been around since 1949 and is a trusted family friendly game to see who can race and get to the finish the fastest. The brand image of *Candy Land* is that it is pleasurable and a game that does not take long to play. Typically this game takes about 30 minutes to play. *Candy Land* is a game for families to play when they don't have much time to sit down and play a long lasting game like *The Game of Life*. *Good*

Isn't this a little old for CL?

No problem

### Indirect Competitors and Brand Images:

An indirect competitor for *The Game of Life* is online video games for children <sup>Such as</sup> like *Tetris*. This game has been around for many years and is easy to learn and not family oriented. *Tetris* is a game that uses knowledge of fitting shapes together to not leave gaps in the bottom row. The brand image of this game is that it is easy to play and parents will allow their children to play.

Another indirect competitor for *The Game of Life* would be *Nintendo Wii* because it is a video game console that parents will buy for their children that is appealing to both the child and the adult. This gaming console has games that are kid friendly and move the characters otherwise known as a "Mii" with using energy and hand movements. This game system uses energy unlike any other game system because you have to stand and use arm movements to use the controller. The *Nintendo Wii* is a way for gaming system makers to avoid the obesity scare in the world. The brand image of this competitor is that it is fun and family friendly while getting a little bit of exercise while using it. *Good*

### Advertising Goal:

The goal of this advertisement is <sup>to persuade the target that</sup> that you can have fun being who you want to be without growing up too fast. The overall goal is to let children know of this fun game and that they are able to have fun being a grown up by playing a board game.

### Strategic Message:

*The Game of Life* is a board game that allows you to be the person you never thought you could be.

*we can be more specific - focus on growing up?*

*but see current brand image - they do know the game - right?*

**Supporting Benefits:**

<u>Feature</u>	<u>Benefit</u>
Family friendly	Play with your family
Friend friendly	Play with your friends
Different professions	Be someone you want to be
Be a grown up	Be an adult without being one
Have a family	Learn how to manage a family
Count money	Counting money helps learn

(C+) Note the suggestions.  
Good research —  
but the grammar/editing  
hurts a bit.

Title: The Game of Life  
Client/ Sponsor: Milton Bradley Company  
Length: 30 seconds  
Air Date: October 15, 2008- October 20, 2008

CU: Game board spinner. (:01)

CU: Hand playing game and then spinning the wheel. (:05) *(2 shots in video)*

MS: Game setup with box shown. (:04)

WS: Young boy running up steps with game in hands. (:03)

CU: Close up of game box in hands of young boy. (:01)

WS: Young boy showing young girl The Game of Life. (:04)

MS: Young girl talking about The Game of Life. (:04)

WS: Young boy and young girl throwing money in air and talking about The Game of Life. (:05)

WS: The Game of Life displaying all parts and pieces included. (:03)

FADE TO BLACK AT (:29)

RT-:29.26

MUSIC:  
(Upbeat funky music. Establish, then under)

ANNOUNCER:  
Take a spin, move your game piece and discover what you can become in The Game of Life!

You can have the job of a doctor, artist, teacher, and many more: *a little vague*

The Game of Life allows you and your friends to be grown ups for a change!

TALENT:  
Boy: We got The Game of Life.

Girl: In The Game of Life I can be the athlete I never thought I'd be.

Boy: In the Game of Life, everybody's a winner!

ANNOUNCER:  
The Game of Life comes with everything you see here and is available at all retailers.

MUSIC  
(Fade out at :29)

*Good - he walks into scene*

*available?*

*Good*

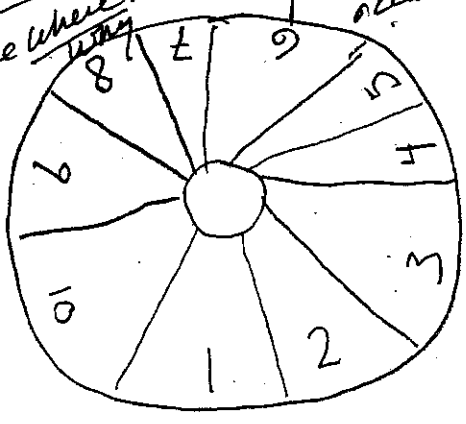
*Good*

*Good hits on message*

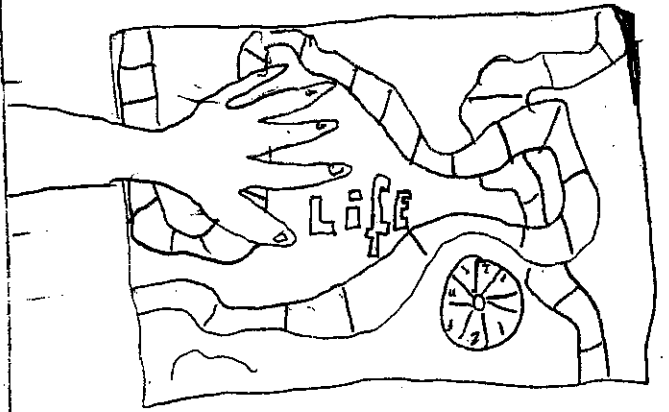
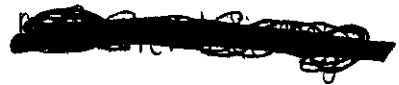
*Great mentions*

###

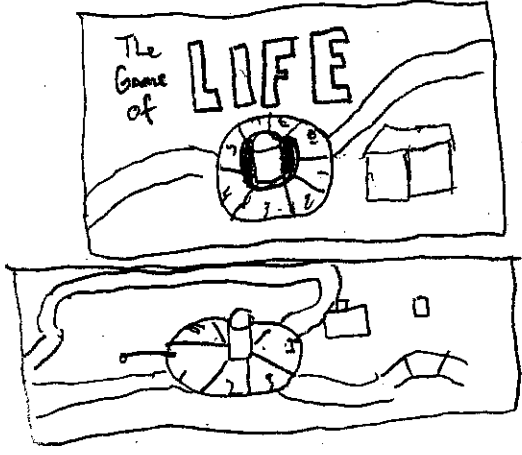
Will done  
see where the minor  
problem occurs?



Close up of spinner  
(No audio)



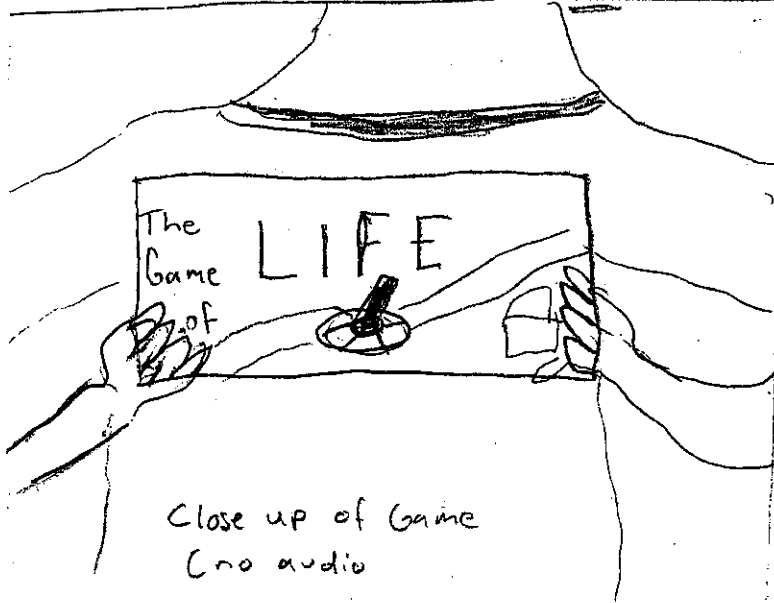
Take a spin and move your game pieces and discover what you can become in The Game of Life!



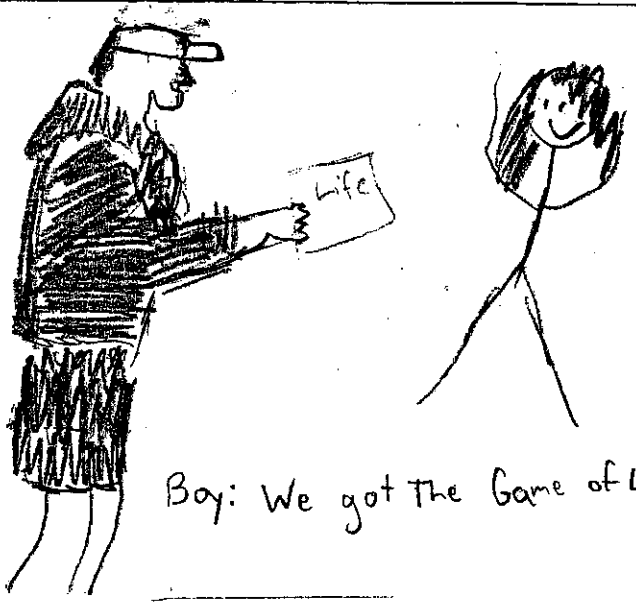
You can have the job of a doctor, artist, teacher, and many more.



The Game of Life allows you and your friends to be grown ups for a change!



Close up of Game  
(No audio)



Boy: We got The Game of Life