

# NGT'09

Next Generation Talent

**Panasonic**  
ideas for life

## How to make a good Ad!

### Research is the key

Fully understand the products that you are advertising as well as the company that you are producing the advert for. What are their brand values? Does your advert follow these?

### Think outside of the box

Think big! You want to produce something new and exciting, something that people won't have seen before.

### Get the full story right first

A good story board is essential when filming an advert. How will this advert flow together? What shots do you need to get to make it work?

### Plan to perfection

Carefully plan every single detail before filming. I personally was only given 2 hours of studio time in which to film all the shots I needed, so it was essential that I knew how I was going to use my time.

### Gather feedback

Show other people your advert. Do they understand it? Does it get the message across?

We asked James Fox (the NGT08 Winner) and our agencies top Creative Director on tips for you when thinking about "how to make a great ad" - hopefully it helps you to get started...

This is what James Fox thinks (he won the competition last year so this must be right!)



### Think of a Strong Concept

It's important to come up with a strong concept for the advert - it's easy to make something aesthetically pleasing but does it get your message across to the audience?

### Who are you targeting?

Carefully think about who your target market is! Who does this advert need to speak to? How will it communicate with those people?

## How to make a good Ad!

p.2

**Panasonic**  
ideas for life

### The Creative Director says...

#### The brief

Before you come up with an idea for an ad, you need a good brief. Do you totally understand what is needed and who it's targeting and what the proposition is?

#### Research

Once you've read the brief, you need to know as much as you can about the product/service and the sort of people you are targeting. Knowledge is power and just finding out one feature could be the key to a great ad.

#### The idea

No ad is complete without a great idea. This needs to be your main focus, so brainstorm, doodle, write down your notes and thoughts. From bad ideas often come good ideas.

#### Feedback on your idea

Ideas are clearly subjective and what you think is a cracking idea might be perceived by others as rubbish. So share your thoughts with others and get their feedback. You'll probably find that one idea stands out from the others.

#### Design/look and feel

The visual impact of your ad is everything, so make sure your ad, whether it's a film, poster, press ad, online ad or whatever, looks incredible, sells the product and achieves the objectives of the brief.

#### Copy

A good headline can capture the imagination or bring a product to life. Don't underestimate the importance of copy, whether it's a headline or sub-copy or a strap-line.

#### Fonts

If you do have copy in your ad, the font you choose can help give it a certain vibe. So don't just use Arial, think about how a font can bring your idea to life.

#### Originality

With so many thousands of advertising messages in our daily lives, creating standout is increasingly difficult. So do what you can to have a design, look, feel, idea, font.

#### Enjoy it!

Advertising is fun, so enjoy the whole process as you'll probably find that you'll produce better work. But try and get inspired by looking at other great work in the YCN 08/09 Book or from looking at magazines or just going for a walk where you live.

#### Make sure it's a perfect 10

Strive for perfection, don't compromise on quality and do your best to produce the best work you can. Pull in favours; get help, advice, share thoughts with friends and you could be onto a winner.

**Good Luck!**

**NGT'09**  
Next Generation Talent