

Battle of the Ads

Junior Achievement

Agenda

- Introductions
- Who is AIR MILES
- Battle of the Ads Overview
- Advertising 101: AIR MILES
 Commercial
- Now you try: Superbowl 2019
- Let's Practice



If you could describe yourself as a brand what would you be?

If you could cast ANYONE in your commercial, alive or dead, who would you cast?

What do you think is the most innovative product?

INTRODUCTIONS



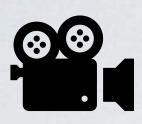
Welcome

Battle of the Ads Overview

Rootcase (1)
Aesthetics (2)
Minima (3)

WINNERS FROM 2019

https://www.youtube.com/playlist?list=PLzSudSyvScHyNKx5ev5alphcTSGbCJlef







Well-Shot, does not have to be fancy just thoughtful

Great integration of cause and product.

Simple and defined message and concept.

WHY WERE THEY THE WINNER?



AIR MILES Commercial

Miles bring you closer

Miles bring you closer

It's about establishing an emotional connection with our Collectors by recognizing the big and small moments in life, and demonstrating how AIR MILES can help deliver these moments.









Wide shot: Dad picks up the baby. He holds the child between him and mom.



Dad's reacts to the smelly diaper, glances at mom.



Wide shot/Medium: Dad passing diapers to the cashier clerk at the grocery store



Close up: Dad's hand using his phone with the AirMiles app

Shooting Boards



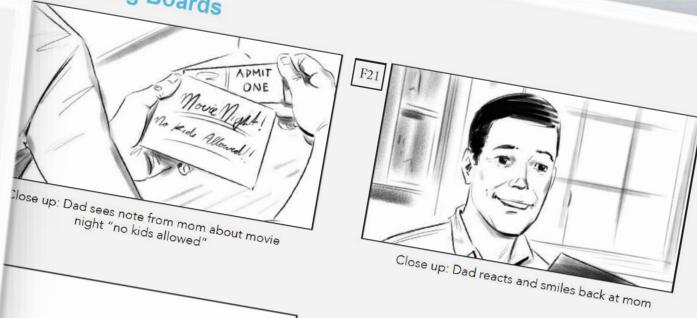
Medium: In Pharmacy, we see the toilet paper underneath moms arms, pan up to Moms face.



Medium: In Pharmacy, we see the toilet paper underneath moms arms, pan up to Moms face.



Shooting Boards



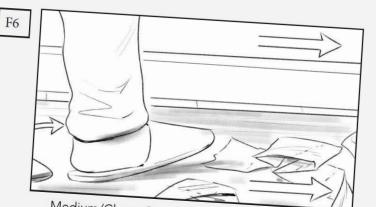
L0605.

Shooting Boards

Snooting Boards



Close up: AMEX card being tapped



Medium/Close: Camera pans along a trail of toilet paper on the ground in the bathroom, moms leg step into frame (we'll play out the whole shot on the day so that we see the child also in the background)



Medium: Mom walks into the doorway of the bathroom, looking a bit shocked, we shoot from a low angle looking up at face



Medium: Child pulling off toilet paper off the wall, sees his mom and reacts

Shooting Boards







SOC Made SOC Myles Stand-by Julius Stand-by Tiann SOC Bola / SOC Marc BO 5 x Ex HOOTING ORDER 1:00 AM 1:00 PM 1	dan Halloran seleine Claude s Isen s Curtis-Reid ha Macduff-Gibson / Tiara Macduff-Gibson (Mother - Shaunter) Alyeola Blanchard xtras (Chris A., Christine G., Greg M., Tasawar A., Sima F.) sel AIR MILES - Loc. #1: 45 Watson St., Scar. Loc.#2: Longo's 93 Lair ART DEPT. / LOCATIONS PRODUCTION GENERAL CREW CALL ON SET AGENCY / CLIENT Sunrise: 7:06 AM / Sunset: 5:55 PM STORYBOARD/SHOT DESCRIPTION CK AND LIGHT FOR FIRST SHOT. MILES - MOVIE NIGHT SHOTS #F17; F18 Internal Counter Coun	Pad Mom Son Backup Son Baby Pharmacist Casher Shoppers d Dr., East York	PRODUCTION LOC: #1 HOUSE 45 Watson St. Scarborough (Eleaners & Watson) LOC: Kitchen	1:00 PM 1:30 PM 2:00 PM 2:00 PM 2:00 PM 10:00 PM 10:00 PM 10:00 PM 10:00 PM	LOCATION 45 Watson St. 93 Laird Dr. 93 Laird Dr. 93 Laird Dr. 93 Laird Dr. CAST
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4:35 PM - Mediu to Mom an 5:00 PM	glances at Mom. NILES - MOVIE NIGHT SHOT #FB		Sound: MOS	- Letters on Wall	Madeleine C.
	un: Child pulling off toilet paper off the wall, sees his and reacts.		Scaffelding Slider Cam: Alexa Mini Sound: MOS	- To let Paper - Bathroom Dressed	Myles I.
• Mediu	NILES - MOVIE NIGHT SHOTS #F6; F7		LOC: Bathroom		
to - Mediu 5:30 PM doorway shocked looking	um / Close: Camera pans along a trail of toilet paper on the ground in the bathrous micro frame. um: Mom walks into the lay of the bathroom, looking a bit lay, we shoot from a low angle.	Q	Scaffolding Com: Alexa Mini Sound: MOS	Tollet Paper Bathroom Dressed	Madeleine C.
	up at her face.				
5:50 PM - Mediu to watchin 6:20 PM in from I • Mediu			LOC: Living Room	- TV - Chair - Sofa - Remote	Brendan H. Madeleine C. Myles I.

SHOOTING ORDER: AIR MILES - Loc. #1: 45 Watson St., Scar. Loc.#2: Longo's 93 Laird Dr., East York DAY: 1 OF 1 WED. FEBRUARY 21, 2018 STORYBOARD/SHOT DESCRIPTION PRODUCTION ART AIR MILES - MOVIE NIGHT SHOTS #F13; F15 LOC: Living Room 6:20 PM - Med./Wide: Child sits with parents, Brendan H. - Remote Dad reacts and changes channel. TV Effect Madeleine C. Laptop 7:00 PM • Medium: Dad and child asleep, Silder Myles I. - Kitchen dressed as Mom opens laptop. in F17 - F20 (Darker Lighting) Sound: MOS LUNCH 1HR 7:00PM - 8:10PM (Shuttle to Lunch) AIR MILES - MOVIE NIGHT SHOTS #F13A; F13B LOC: Living Room Sofa 8:10 PM - Mom and Dad Reaction Shots. Brendan H. Remote - Medium/ Close of Mom's hands TV Effect Madeleine C. 8:40 PM on laptop keypad Laptop Myles I. Kitchen dressed as Cam: Alexa Mini in F17 - F20 AIR MILES - MOVIE NIGHT SHOT #F16 LOC: Living Room 8:40 PM - Close Up: Cursor clicks redeem button. Laptop Have Air Miles to • Medium/ Close of Mom's hands Madeleine C. Screen Up on 9:00 PM on laptop keypad REDLEM Another Computer Sound: MOS For Reference WRAP OUT OF HOUSE (30 MIN.) FULL UNIT MOVE TO LONGO'S - 93 LAIRD DR. (30 MIN.) LOC: #2 LONGO'S BLOCK AND LIGHT FOR FIRST SHOT. 93 Laird Dr. EAST YORK (Laird & Eglinton) AIR MILES - MOVIE NIGHT SHOTS # F9A; F9B LOC: Pharmacy 11:00 PM - Medium: In Pharmacy, we see the Tollet Paper toilet paper undemeath mom's arms, Madeleine C. Dress Shelves 11:30 PM pan up to Mom's face. (Bola Aiyeola) Hide 'eggs' in BG Com: Alexa Mini Sound: MOS 1 x Extra AIR MILES - MOVIE NIGHT SHOTS #F11; F10 LOC: Pharmacy Tollet Paper Medium: The store clerk smiles and Dress Shelves Air Miles Card 11:30 PM reacts to receiving the payment/loyalty - BMO Card Card Machine 12:00 AM Close Up: Mom presents both an Bola Alyeola BMO Card and Air Miles. Cam: Alexa Mini Remove Display Madeleine C. Shelf from Aisle Sound: MOS 1 x Extra AIR MILES - MOVIE NIGHT SHOT #F3 LOC: Checkoul #3 Wide shot / Medium: Dad passing diapers to the cashler. 12:00 AM clerk at the grocery store. Diapers Carts & Baskets 12:30 AM Dress Shelves Marc Blanchard Com: Alexa Mini Brendan H. Sound: MOS 4 X Extras AIR MILES - MOVIE NIGHT SHOTS #F4; F5 LOC: Checkout #3 Phone 12:30 AM Close up: Dad's hand using his Amex Card phone with the Air Miles app. Brendan H. 1:00 AM - Close up: Amex Credit card being Gard Machine (Marc Blanchard) tapped. Diapers Sound: MOS 1:00 AM CAMERA WRAP 2:00 AM WRAP





Let's Practice – Superbowl Edition



PICKYOURITEM

Together we are going to analyze some of the best and worst commercials from Superbowl 2019 and the year

As a group, you'll apply those learnings to outline your own commercial for your item

- Branding
- Target Market
- Call to Action
- Product Features
- Value Proposition
- Emotional Connection

6 FEATURES TO CONSIDER



How did they do?

o Branding
o Target market
o Product features
o Value proposition
o Emotional connection
o Call to action



Considerations?

o Branding
o Target market
o Product features
o Emotional benefit
o Call to action
o Value proposition



Considerations?

o Branding
o Target market
o Product features
o Emotional benefit
o Call to action
o Value proposition

Creating Your Commercial



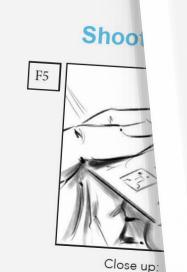


Wide shot: Dad picks up the baby. He holds the child between him and mom.



Close up: Dad reacts and smiles back at mom

Dad's reacts to the smelly diaper, glances at mom.





Medium: Mom walks bathroom, looking a bit low angle loo



Wide shot/Medium: Dad passing diapers to the cashier clerk at the grocery store



Close up: Dad's hand using his phone with the AirMiles app



Wide shot: Dad picks up the child between him



Shooting Boards



Close up: AMEX card being tapped



Medium/Close: Camera pans along a trail of toilet paper on the ground in the bathroom, moms leg step into frame (we'll play out the whole shot on the day so that we see the child also in the background)



Medium: Mom walks into the doorway of the bathroom, looking a bit shocked, we shoot from a low angle looking up at face



Medium: Child pulling off toilet paper off the wall, sees his mom and reacts









Wide shot: Dad picks up the baby. He holds the child between him and mom.



Wide shot/Medium: Dad passing diaper cashier clerk at the grocery store

Snooting Bo



Close up: AM



Medium: Mom walks into the doorway of the bathroom, looking a bit shocked, we shoot from a low angle looking up at face

Shooting Boards



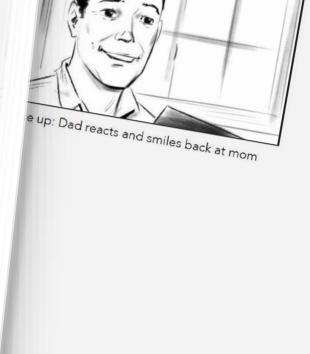
Medium: In Pharmacy, we see the toilet paper underneath moms arms, pan up to Moms face.



Medium: In Pharmacy, we see the toilet paper underneath moms arms, pan up to Moms face.



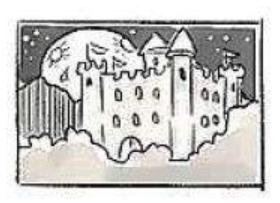








Types of



Establishing Shot



Up Shot



Full Shot



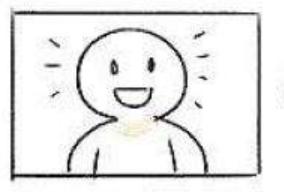
Down Shot



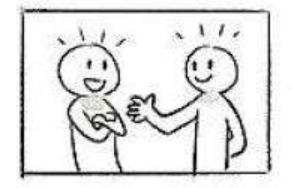
Medium Shot



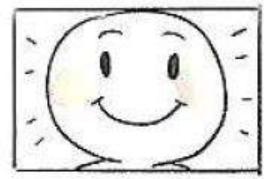
Over The Shoulder



Close Shot



Two-Shot



Extreme Close Shot



POV shot

wiki How to Draw Storyhoards

DEBRIEF

What are some things you can take back to your own organization?

Are there any worries or challenges you think you may face?

What are you excited about?