



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

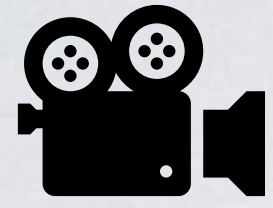
Battle of the Ads

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.

Remain visible
with a clear
brand message



Young Families

(But not exclusively)





Inspired by real AIR MILES® Collectors

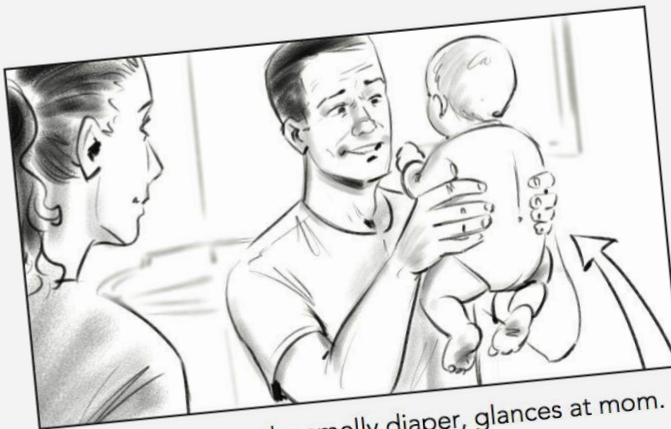
Shooting Boards

F1



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

F2



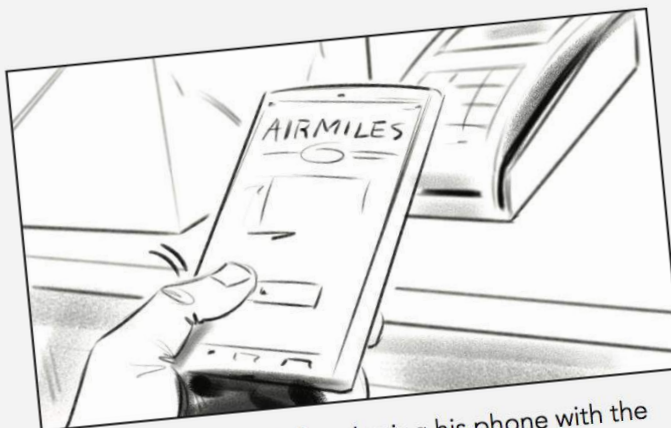
Dad's reacts to the smelly diaper, glances at mom.

F3



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

F4



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

Shooting Boards

F9A



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

F9B



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

F11



Medium: The Store clerk smiles and reacts to receiving the payment/loyalty cards

Shooting Boards

F21



Close up: Dad reacts and smiles back at mom

Close up: Dad sees note from mom about movie night "no kids allowed"

Logos.

Shooting Boards

Shooting Boards

F5



Close up: AMEX card being tapped

F6



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)

F7



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

F8



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

Shooting Boards

F12



Medium/Wide: Mom and Dad watching action movie, child walks in from left

F13



Medium/Wide: Child sits with parents, dad reacts and changes channel (additional: reactions)

F15



Medium: Dad and child asleep, Mom opens laptop



Medium/Wide: Mom, Dad and child now watching cartoon

F17



Medium: Dad notices movie tickets on kitchen counter

F19



Medium: Mom smiles at Dad

CAST INFO: AIR MILES "Movie Night" :30 ENG

DAY: 1 OF 1












WED. FEBRUARY 21, 2018









CAT	NAME	ROLE	CONTACT	CALL TIME	LOCATION
SOC	Brendan Halloran	Dad	See Talent List	1:00 PM	45 Watson St.
SOC	Madeleine Claude	Mom	See Talent List	1:30 PM	45 Watson St.
SOC	Myles Isen	Son	See Talent List	2:00 PM	45 Watson St.
Stand-by	Julius Curtis-Reid	Backup Son	See Talent List	2:00 PM	45 Watson St.
Stand-by	Tianna Macduff-Gibson / Tiara Macduff-Gibson (Mother - Shaunta)	Baby	See Talent List	2:30 PM	45 Watson St.
SOC	Bola Aiyoola	Pharmacist	See Talent List	10:00 PM	93 Laird Dr.
SOC	Marc Blanchard	Cashier	See Talent List	10:00 PM	93 Laird Dr.
BO	5 x Extras (Chris A., Christine G., Greg M., Tasawar A., Sima F.)	Shoppers	See Talent List	10:00 PM	93 Laird Dr.

SHOOTING ORDER: AIR MILES - Loc. #1: 45 Watson St., Scar. Loc.#2: Longo's 93 Laird Dr., East York

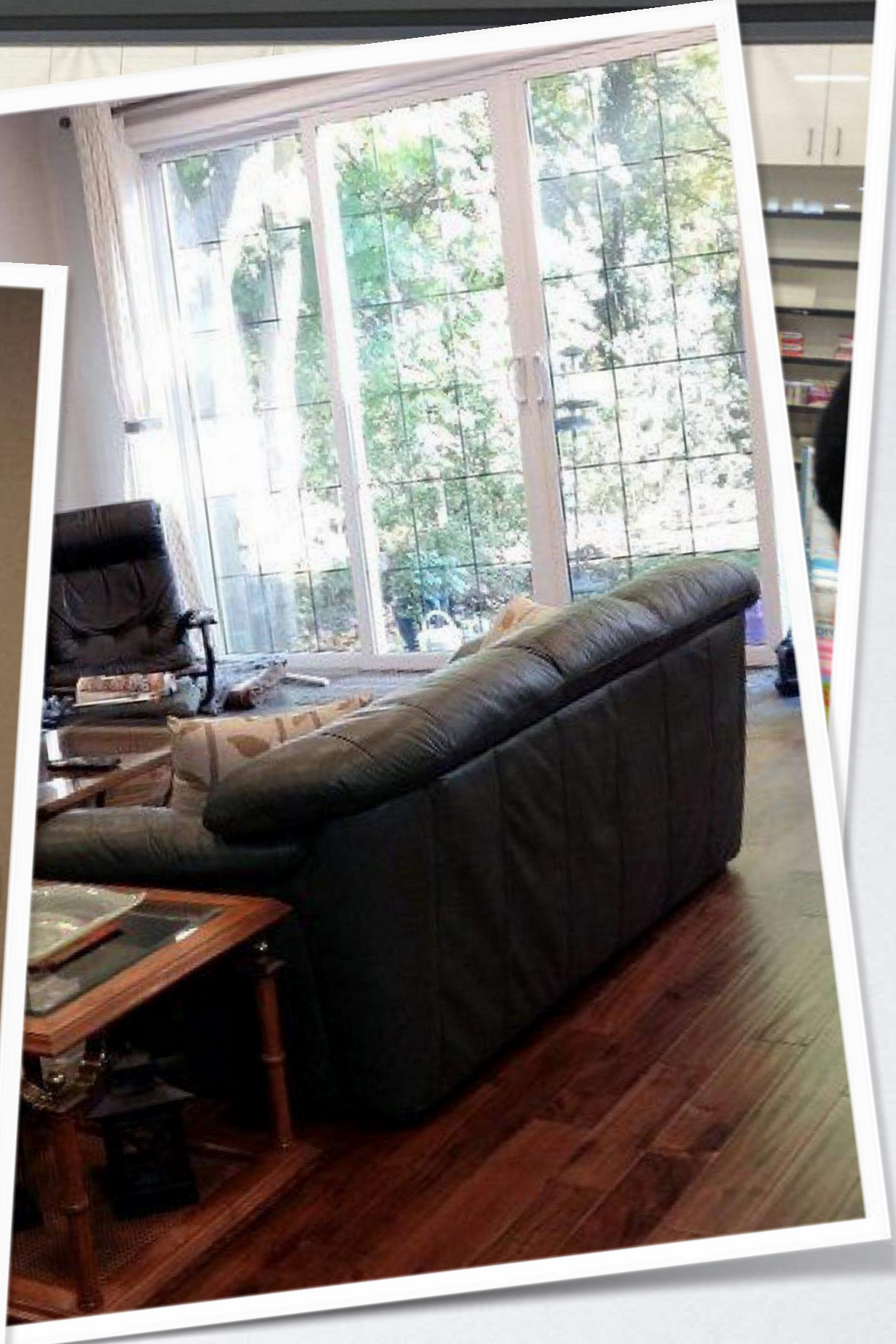
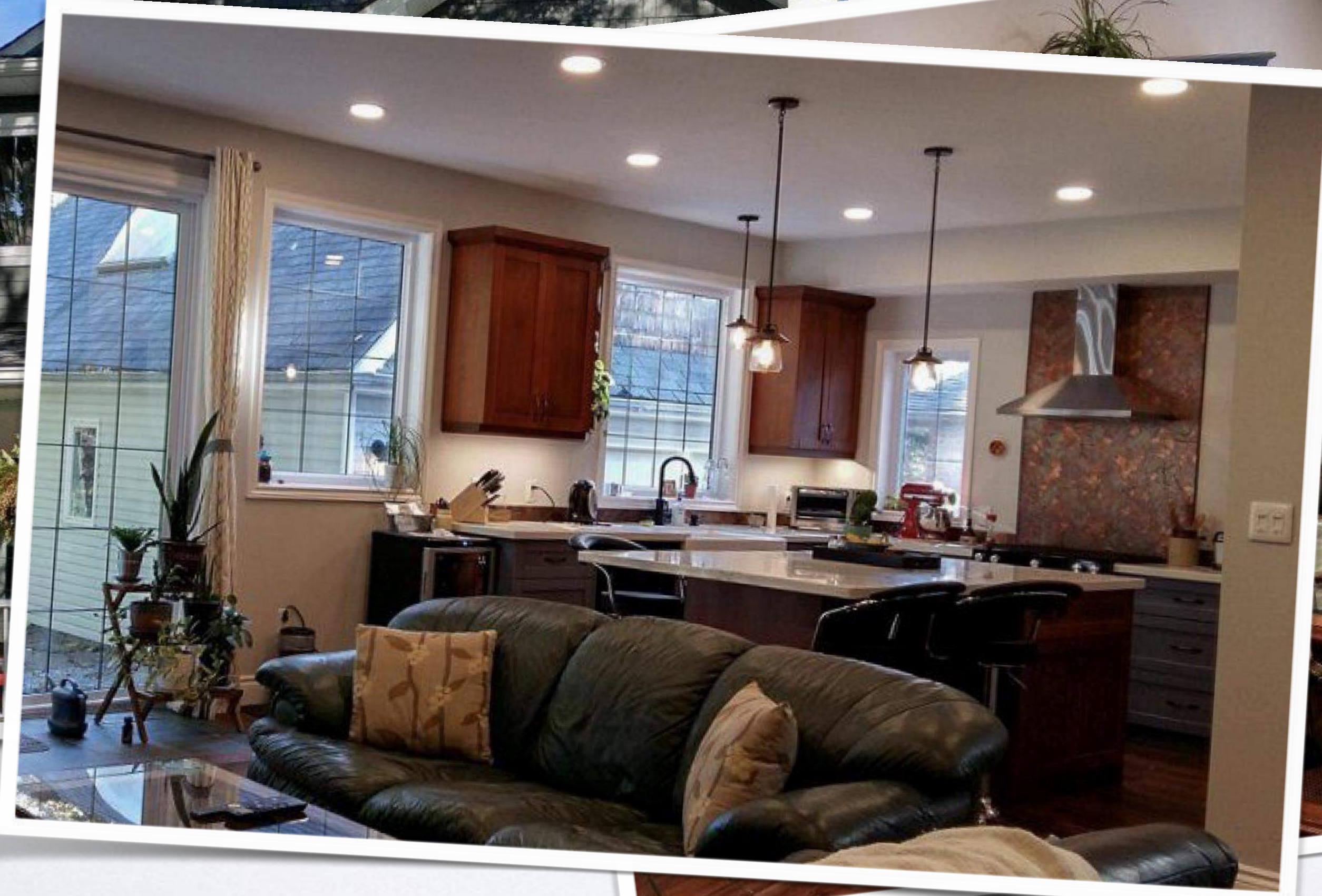
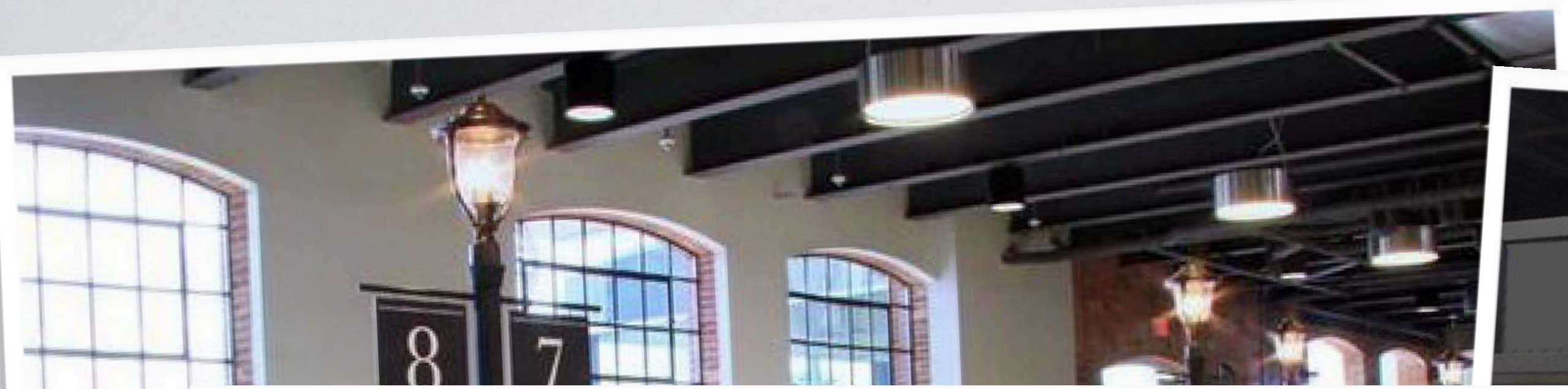
DAY: 1 OF 1

WED. FEBRUARY 21, 2018

TIME	STORYBOARD/SHOT DESCRIPTION	PRODUCTION	ART	CAST
11:00 AM	ART DEPT. / LOCATIONS		  	
12:00 Noon	PRODUCTION			
1:00 PM	GENERAL CREW CALL ON SET			
1:15 / 1:30	AGENCY / CLIENT			
Sunrise: 7:06 AM / Sunset: 5:55 PM				
1:00 to 2:00	BLOCK AND LIGHT FOR FIRST SHOT.	LOC: #1 HOUSE 45 Watson St. Scarborough (Eglinton & Watson)		
2:00 PM to 2:30 PM	AIR MILES - MOVIE NIGHT SHOTS #F17; F18 • Medium: Dad notices movie tickets on kitchen counter. • Medium: Dad picks up tickets, and looks at Mom down the hallway.	LOC: Kitchen Slider Com: Alexa Mini Sound: MOS	• Movie Tickets • Note • Counter Dressed • Snow Removed from Roof next door	
2:30 PM to 3:00 PM	AIR MILES - MOVIE NIGHT SHOTS #F21; F20 • Close Up: Dad reads and smiles back at Mom. (Leave Neg Space for Logos) • Close Up: Dad sees note from Mom about movie night - No Kids allowed!	LOC: Kitchen Com: Alexa Mini Sound: MOS	• Movie Tickets • Note • Counter Dressed	
3:00 PM to 3:30 PM	AIR MILES - MOVIE NIGHT SHOT #F19 • Medium: Mom smiles at Dad.	LOC: Front Door Lock Up Front Door Slider Com: Alexa Mini Sound: MOS	• Bench • Coat Rack	
MOVE TO UPSTAIRS BEDROOM (20 MIN.)				
3:50 PM to 4:35 PM	AIR MILES - MOVIE NIGHT SHOTS #F1; F2 • Wide shot: Dad picks up the baby. He holds the child between him and mom. • Dad Reacts to the smelly diaper, glances at Mom.	LOC: Baby's Room Scaffolding Slider Com: Alexa Mini Sound: MOS	• Stand In Doll • Crib • Toys • Baby Room Dressed • Shears • Letters on Wall	
4:35 PM to 5:00 PM	AIR MILES - MOVIE NIGHT SHOT #F8 • Medium: Child pulling off toilet paper off the wall, sees his Mom and reacts.	LOC: Bathroom Scaffolding Slider Com: Alexa Mini Sound: MOS	• Toilet Paper • Bathroom Dressed	
5:00 PM to 5:30 PM	AIR MILES - MOVIE NIGHT SHOTS #F6; F7 • Medium / Close: Camera pans along a trail of toilet paper on the ground in the bathroom, Mom's leg steps into frame. • Medium: Mom walks into the doorway of the bathroom, looking a bit shocked, we shoot from a low angle looking up at her face.	LOC: Bathroom Scaffolding Com: Alexa Mini Sound: MOS	• Toilet Paper • Bathroom Dressed	
MOVE DOWNSTAIRS TO LIVING ROOM (20 MIN.)				
5:50 PM to 6:20 PM	AIR MILES - MOVIE NIGHT SHOTS #F12; F14 • Medium/ Wide: Mom and Dad are watching an action movie, child walks in from left. • Medium/Wide: Mom, Dad and child now watching cartoons.	LOC: Living Room Com: Alexa Mini Sound: MOS	• TV • Chair • Sofa • Remote • Video for TV on a loop	

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

Ver. 5





Let's Practice – Superbowl Edition



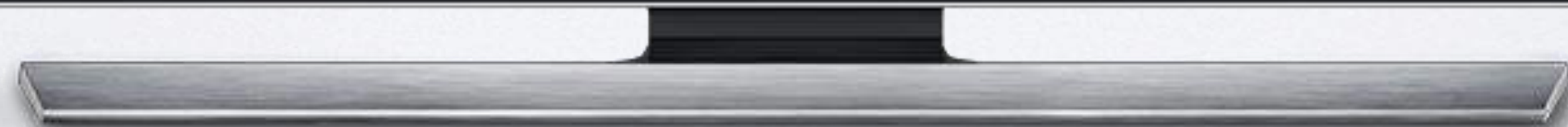
PICK YOUR ITEM

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
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Creating Your Commercial



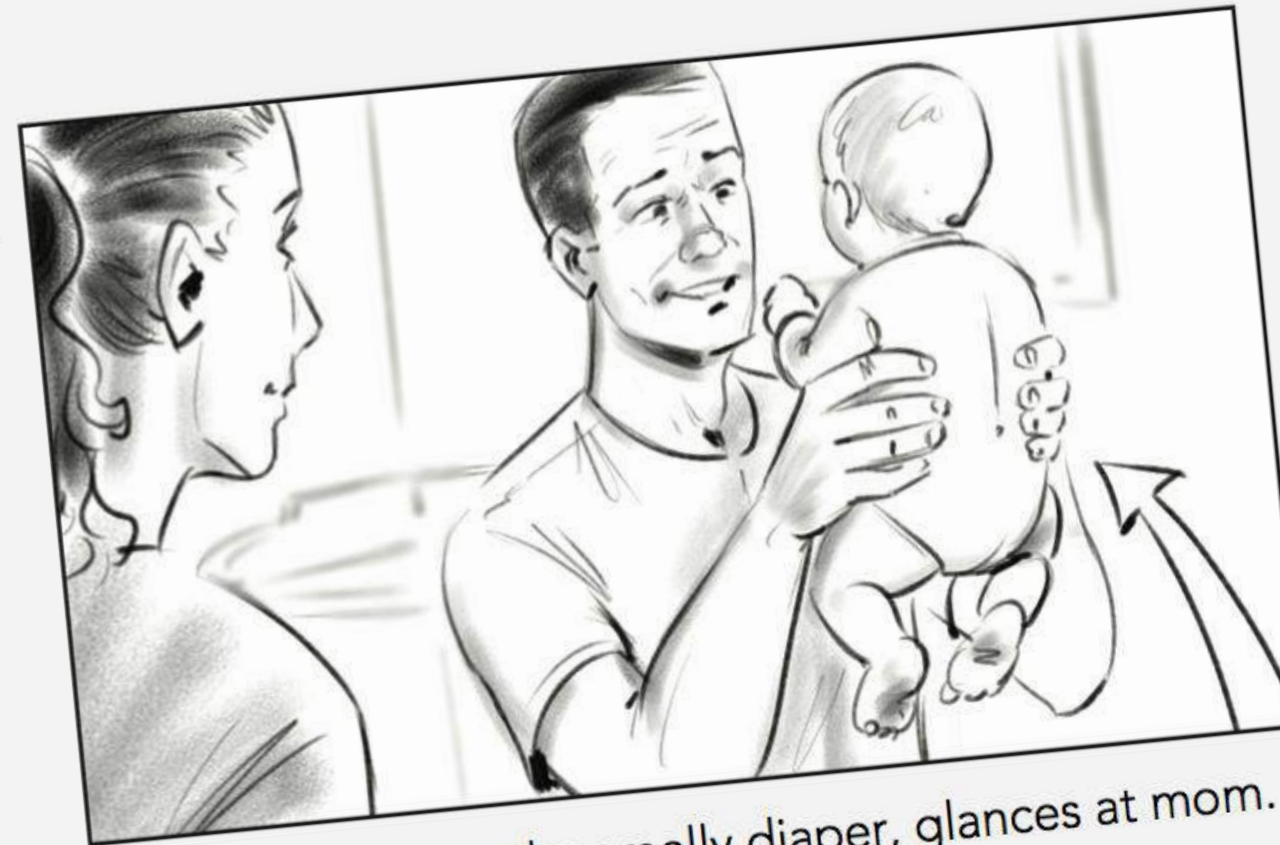
Shooting Boards

F1



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

F2



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

F3



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

F4



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

Shooting Boards

F5



Close up:

F7



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

F21



Close up: Dad reacts and smiles back at mom



and notices movie tickets on kitchen counter



s at Dad

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

Shooting Boards



Wide shot: Dad picks up the child between his arms



Wide shot/Medium: Dad stands behind counter, Mom smiles at Dad



Close up: Dad reacts and smiles back at mom



Dad notices movie tickets on kitchen counter



Mom smiles at Dad

Shooting Boards

F1



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

F3



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

Shooting Boards

F5



Close up: AMEX

F7



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

F9A



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

F10



Close Up: Mom presents both an Amex Card and AirMiles



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

F9B



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

F11



Medium: The Store clerk smiles and reacts to receiving the payment/loyalty cards



Medium: Mom smiles at Dad

Shooting Boards



Medium: Dad reacts and smiles back at mom



Medium: Dad notices movie tickets on kitchen counter

Types of



Establishing Shot



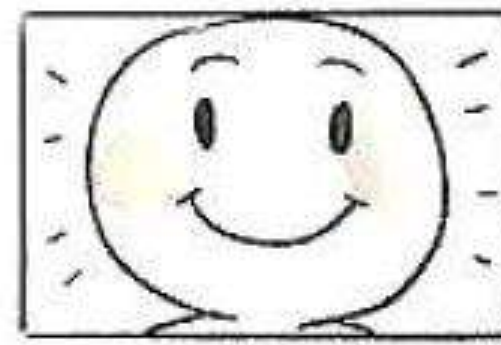
Full Shot



Medium Shot



Close Shot



Extreme Close Shot



Up Shot



Down Shot



Over The Shoulder



Two-Shot



POV shot

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?