

Dubble Vision Challenge

Imagine you're from an advertising agency and have the task of creating an attention grabbing, 'in your face' 30 second TV or radio advert for Dubble Fairtrade Chocolate!

As a professional agency you study the creative brief (the set of instructions an advertising agency gets to help them make an ad) carefully and follow the process outlined below. This way you know that you will get the best results, and people will sit up and listen. Best of all it will mean that people will go out and buy Dubble Fairtrade chocolate!

Creative brief

1) The people **The advertising agency** (the people designing the ad): YOU!

The client (the organisation that wants to promote Dubble): The Day Chocolate Company & Comic Relief.

The **Day Chocolate Company** makes Fairtrade chocolate bars including Dubble. All the cocoa beans for their chocolate bars are grown by a co-operative of cocoa growers in Ghana called Kuapa Kokoo who receive a fair price and fair deal. Kuapa Kokoo also own part of The Day Chocolate Company.

Comic Relief raises awareness and loads of money for projects, which improve life for people in the UK and Africa. Comic Relief believes that trading fairly with farmers in Ghana is one of the best ways to get rid of poverty in the long term. Comic Relief works with The Day Chocolate Company, who make Dubble, to promote and sell it to the public.

2) The product

Dubble: a delicious chunky milk chocolate bar, made with fairly traded chocolate and crispy caramelised rice. You really should try one before making your ad!

Brand personality: just like Comic Relief, Dubble is fun and fair with a great sense of humour. It's so loud it can connect people across the world, from Ghana to the UK!

Target audience: girls and boys between 7 and 14 years.

3) The ad

Purpose: to attract the attention of 7-14 year olds and encourage them to buy Dubble. **Length:** up to 30 seconds.

Mood/tone: young, lively, fun, and cheeky!

The single-minded proposition (advertising-speak for the most important thing you want viewers to remember): **Dubble is dubbly good** - it is delicious and it guarantees fair play for cocoa growers. **Product positioning** (what eating Dubble will make you think and feel): If you chomp on a Dubble you'll be showing the world that you want a delicious bar of chocolate and want farmers in Africa who grow cocoa beans to get a fairer deal.

Fairtrade - the best of the best

The Fairtrade Mark on the Dubble packaging guarantees that fairly traded beans have been used to make the chocolate. This is important because most cocoa farmers in the world don't belong to organisations like Kuapa Kokoo. They get very low prices for their beans, which means they often cannot afford the basic things in life, like sending their children to school or buying medicine when their families are sick.

Research shows that 86% of children across the UK would buy a fairly traded chocolate bar.

So now **YOU** just have to make sure even more young people know that Dubble is in shops for them to try!

Top Tips

Six things to think about

- How are you going to get the Fairtrade message across? Can you think of a simple story or device as a way to explain fair trade?
- Is your idea new or has someone else used it before?
- How are you going to represent people in the ad? For example, neither Ghanaian cocoa farmers nor young people want to be patronised or look hopeless.
- Does the ad 'fit' with the channel it's being shown on? Have a really good look at any of your favourite ads.
- Get under the skin of your target audience. What do they like doing? What makes them giggle? Not that difficult really, considering you are one of them!
- Do you want a catch phrase or jingle, such as '*Dubble is dubbly good*'?

Four top tips

- **Keep it simple.** Don't try and say too much. Ideally there should be **just one message** you want your audience to remember.
- No matter how funny or entertaining your ad is, it's no good if no one remembers what it's for. So **make sure Dubble comes through loud and clear.**
- Never work with adults or animals!
- Are you going to have a famous face appear in your ads? Who will you use and how will you fit them into your ad? You can include them for just one shot or throughout the ad. Remember: a famous face helps get your message across.

Storyboard

Creating your storyboard

A storyboard is a scene-by-scene plan of your advert. It's a set of visual instructions for the cameraperson, so once the client has approved it, they know what to film. A 30-second ad should have 10-15 scenes on the storyboard. Act out your story to make sure it's the right length.

Points

A few points to keep in mind:

1. Brainstorm lots of ideas
 2. Agree one story idea and write it up in summary
 3. Break the idea into 10-15 sentences that make up the story from beginning to end. Each sentence represents one shot or scene.
e.g. *Samantha Mumba searches desperately for change down the back of her sofa. She pulls out a penny. She counts her change. She uses it to buy a Dubble.*
Four sentences, so four scenes.
 4. For each shot think about:
 - what your characters are doing (action), saying (script) and look like
 - sound effects, including music
 - whether there is a voice-over (narrative said by someone off-screen)
 - how long each shot is up on screen
 - whether a shot is close up or distant
 - the angle of a shot
 5. Draw a picture to illustrate each shot, and include all the information from point 4 in the box underneath.
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