

SUMMER WORK BTEC MEDIA- MINI COMMISSION TASK



1) commission brief



2) Research the client



3) Understand the client and purpose of the commission



4) Generate ideas for the campaign



5) Treatment/ providing a sample of the product

BASIC INTRODUCTION TO CLIENT - COFFEE GOAT

- Clumsy Goat is really focussed on producing fair trade quality beans
- Clumsy goat roast all of their beans in small batches so they can deliver maximum freshness and taste.
- All their beans are sourced ethically and sustainably. This helps them to support the industry, the farmers and of course... their goats!



1) COMMISSION BRIEF

-Coffee Goat is a privately funded organisation based in the UK.

-It is commissioning an online advertisement campaign to feature on youtube to target a younger demographic, it currently has a more mature market but wants to focus on the 'coffee culture trend' of students at college and university.

-Coffee Goat want to continue to support ethical, fair trade and organic farming and this to be the main feature of their advert .The campaign is to capture the young student demographic.

-Coffee goat want to create a 30 second advert for youtube that stands out as there is currently no adverts for this demographic. It needs to feature: their logo, their ethical back ground, young people consuming the product and coffee shops selling their product, a # to get their product trending

2) INITIAL RESEARCH OF THE CLIENT



- Scan in the QR codes and visit clumsy goats website
- make notes on the following: (you will hand in these research notes at Wyke start so make sure you save them)
- Conduct research on their products via the website what do they sell, price points, their selling points.
- What is their brand identity their logo and style who does it appeal to?
- What is meant by fair trade coffee and why it's important to them.
- Research coffee consumption demographics, who drinks it? where do they drink it? how much do they spend on it? Is it important its fair trade to consumers?
- Competitors they may have

3) PRESENTATION OF RESEARCH TO PRESENT TO THE CLIENT

- You now need to present your research to the client to show them you have understood their brand, you can do this any way you like to show your individual creative flair for example: Power point, a word document presentation, an online presentation such as prezzi.

It needs to include:

- Overview of their products and how you can make them appeal to a young demographic.
- Their Brand identity, logo and # you created explaining your take on their style and how it could appeal to young student hipsters.
- What is meant by fair trade coffee and how you will use this as a selling point.
- Coffee consumption research including: demographics, who drinks it? where do they drink it? how much do they spend on it? Is it important its fair trade to consumers.
- Mock up profiles on who will be the consumers of clumsy goat coffee including: Age, occupation, interests, where they shop for clothes, what food they enjoy.
- Competitors they may have and what you will do to ensure consumers choose coffee goat.



4) GENERATE IDEAS FOR THE CAMPAIGN



Create 3 initial ideas for a 30 second youtube advert it must:

Add these ideas on the same document as your presentation to client.

- 1) Appeal to the student demographic age 16-21 and the 'coffee culture trend'
- 2) feature the importance of fair trade and what it means
- 3) Coffee as a lifestyle an audience would want to buy in to
- 4) Their coffee beans being sold in shops, people drinking the coffee.
- 5) Your #

5) TREATMENT/ PROVIDING A SAMPLE OF THE ADVERT ON A STORY BOARD

- Story board your chosen idea using the story board template given to you at wyke start
- Explain what camera movement you would want
- What type of framing would be used for example extreme close-up of a coffee mug, close-up of student drinking coffee, tracking shot of 4 students leaving university walking to a coffee shop
- Any music or sounds.
- Your story board would be included in your presentation to client so needs to be professional and outline your advert clearly.

SUBMIT

On your first lesson you will hand
in:

- Your initial research
- Presentation of research
- Your initial ideas
- Your story board advert

