



Barr

Spec ad

Why

I want to make a spec ad for one of my favourite drinks as they taste amazing and have an amazing price Barr drinks also don't reflect much unlike coke so will not have a problem with reflections and the drink is very visible

I want to work on my shot length and I think working on the quality rather than the length of the final product should help a lot with that.

I also want to hopefully make a studio that works mostly on advertisement so a product ad should help and show clients what I have to offer I will also learn massively and as I can do most of it in my spare time and my working time I also don't need to worry about travel that other projects have.

Also in this project I can see if product advertisement would be a good career path for me.

What is a “Spec ad”

A spec ad also known as a spec commercial is a way to use other companies products but are not affiliated with the company whatsoever.

It benefits everyone the company gets a free fan advertisement from you and you get to use there material on your website to show clients so the companies like people to make spec ads as it helps promote their brand it is quite confusing to understand where it is legally but as long as you make it obvious it is a spec ad I should be fine legally as you are buying a product then just filming it.

What I want to do in the spec ad

I Would like to have a black backdrop with a table that I can use the black fabric on and I brought a remote motor and I found a glass version on aliexpress but it was going to arrive next month it would of probably arrived before production of the project but I didn't want to worry about it so I 3d printed a platform for me to stick the product on and then I can get a very cinematic movement I watched a video on spec ad and they suggested researching the companies ads and then make a spec ad that way for example if a products brand was pink then you would make a ad with lots of pink.

I have many ideas on what to do in the spec ad I want to keep the ad under 30 seconds as that sounds like a good amount of time for a length a bit longer than a normal ad but since it's not a official ad it should be fine some of the ideas I could do with this ad would be to use the motor and as it has up and down and left and right I could do a leaning forward from the back and it would look very cool.

I could also pour a drink into a glass in slow motion with glass spinning on the motor.

There are many different things I could do with this project and I am excited when I am on that planning stage.

