

Advertising Task Email

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To: Company responsible for the Super Slinky Spinner design, slogan and logo.
Subject: TV advert for the Triple Decker Singing Spinner

Hi,

Following your success with the design for the Super Slinky Spinner's new product, we would like to bring you on board to manage the advertising campaign for our new product – the Triple Decker Singing Spinner.

There has been a lot of money invested in this product, which is at the cutting edge of new technology. The high cost of making the product combined with the cost of TV advertising means that the advert must deliver immediate interest and sales.

For this reason, we are looking for something a little different or 'out of the box' and we have included some links to adverts we have liked in the past, which may inspire your thinking.

There are also some product details below:

Product: Triple Decker Singing Spinner

Company producing the TDSS: Spins R Us

Product Description: This new and innovative spinner has not one, not two, but three individually spinning layers. It is not only visually stunning but as the layers are added – it sings! There are endless possible combinations of spinning images and music. The must-have spinner for every collection.

Cost: The spinner will be marketed at a competitive £14.95.

Target market: If you can hold it you can spin it – the market is open to everyone.

Requirement: 1 x 30 second TV advert and 1 x Billboard/Magazine/Newspaper Advertisement (this will be scaled to suit the different formats).

Resources: Image packs containing an image of the Spinner and a logo for the company ('If you can hold it, you can spin it') will be sent to you separately.

Good luck!