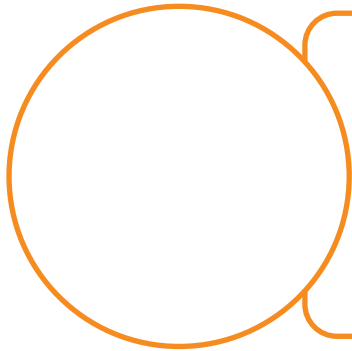


Target audience profile

MediaSmart

Education from the Advertising Industry



Name:

Age:

Interests

Favourite TV / films:

Favourite music:

I use social media to...

The celebrities / influencers I admire are...

My hobbies are...

Aims and motivations

My goals...

The things that are important to me are...

MediaSmart

Create your advert

The advert

Key message

The slogan

Who will be in the ad?

The plot

The setting

MediaSmart

Storyboard framework

Key words:

Action: description of what is happening in that scene

Dialogue: any speech that will be heard in that scene



Action:

Dialogue:



Action:

Dialogue:



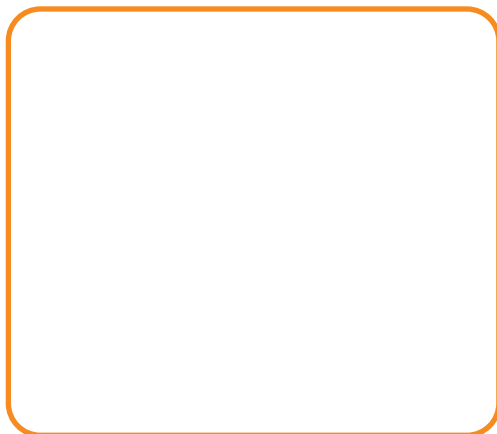
Action:

Dialogue:



Action:

Dialogue:



Action:

Dialogue:



Action:

Dialogue:



Action:

Dialogue:



Action:

Dialogue: