

Cognizant



JA Central Ontario

A Member of JA Canada

JA Battle of the Ads

Commercial Workshop

February 2022



WHO ARE WE ?



9

OF THE TOP 50
GLOBAL RETAILERS

30

OF THE TOP 30
GLOBAL PHARMA
COMPANIES

33

OF THE TOP 50
GLOBAL INSURERS

6

OF THE TOP 10
INTERNET
COMPANIES

16

OF THE TOP 20
HEALTHCARE
PLANS

10

OF THE TOP 10
EUROPEAN BANKS

Meet our team



Tapojit Deb
Principal Product Consultant



Ipsita Ghosh
Sr. Associate - Projects



Bassem Abdelrahman
Sr. Software Engineer



Saurabh Chhabra
Business Consultant

REMINDERS



Stay focused on the information provided during the session and avoid distractions



Please remain muted when the presenter is speaking. You will be given a chance to ask questions.



You can type your questions in the chat box or use the raise your hand button to ask questions and we will address your queries.



Our aim to make the session as engaging as possible, so keep those questions coming in



Agenda

What's in a commercial?

Branding

Target Market

Story telling know how

Key elements to build a commercial

Cost effective tools

Q&A

When you think of your favourite commercial, what do you think of?

What makes it so memorable?



About your brand



1. What is your brand?
2. Who is your audience?
3. What is the story you want to tell?



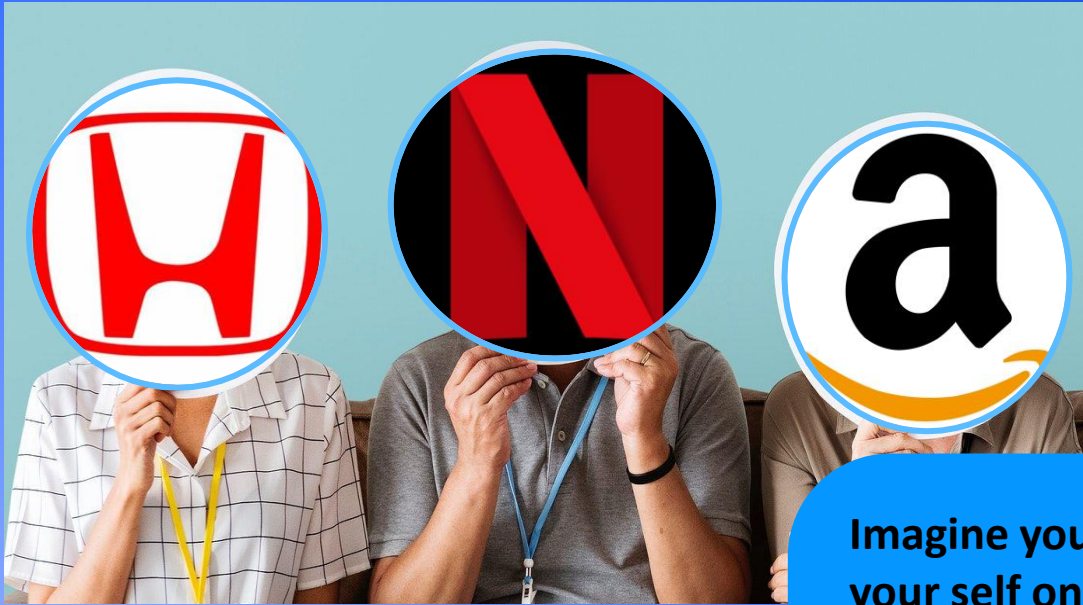
What are some brands that stand out to you?

What is your brand?



“Brands are essentially patterns of familiarity, meaning, fondness, and reassurance that exist in the minds of people.”

Tom Goodwin



Imagine you are a brand and trying to market your self on LinkedIn/ this group! How would you market yourself?

Example :

Brand name: Ipsita

Tagline: Churning data to build knowledge!



1995



1997

amazon.com
EARTH'S BIGGEST BOOKSTORE

1998

AMAZON.COM

1998

amazon.com

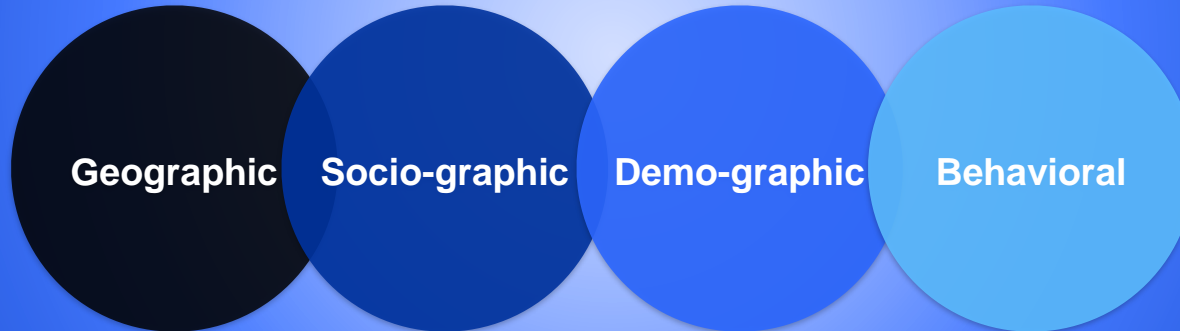
1998

amazon

2000

Who is your audience?

Target Market







Who is your audience?

Target Market

Geographic

(city, country,
etc.)

Psychographic

(personality, lifestyle,
values, etc.)

Demographic

(age, gender,
occupation, etc.)

Behavioural

(buyer readiness,
benefits sought, brand
loyalty)

What is the story you want to tell?

- Focus on one key idea or message
- Keep your story simple
- What is unique about your company/product/service?
- What are your product features?
- What is your value proposition?



What is the story you want to tell?

A good commercial will use a combination of:

- Humour
- Catchy tagline
- Memorable character(s)
- Emotional pull


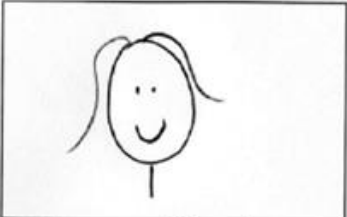

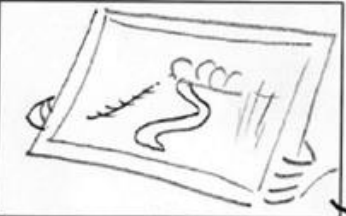




WE COULD ALL USE A

FRESH START

extra

How to develop your story?


		
<p><u>1. Wide shot of both Sarah and Callum illustrating where they are and what the film is about</u> Props: Megaphone, Clapper board</p>	<p><u>2. Close-up of Sarah speaking directly to camera</u> Script: Sarah 'One thing you must remember!...'</p>	<p><u>3. Low angle camera pointing up at Callum</u> Props: Moustache, Paintbrush Script: Callum 'Oops! Sarah is right...'</p>
		
<p><u>4. Close up of Sarah holding photograph</u></p>	<p><u>5. Camera zooms out to a wide shot showing Sarah speaking about using photographs to plan your storyboard.</u></p>	<p><u>6. Over shoulder shot of Callum pointing to drawings of different shots that you could try filming.</u></p>

How to develop your story?



- Set the scene.
- Identify the obstacle/problem.
- Share the action taken.
- What's the result?
- Evaluate the experience
- Share the suggested actions at the end – connect your call to action with the story



A man with dark hair, wearing a white long-sleeved shirt and light blue jeans, is captured in a dynamic pose. He is standing on a grassy area with some dry, tall grass in the foreground. Behind him is a large, dark clock face with white tick marks. The man's arms are outstretched, and his legs are slightly apart, giving the impression of movement or a dance. The overall tone is casual and stylish.

Levi's

Tools to build Video Ads & Posters



Video Editing Tools

- Quik
- YouTube Video builder
- iMovie
- Camtasia “Commercial”



Posters & Brochures

- Canva
- Postermywall



Animation, Infographic Tools

- fiverr
- Flexclip

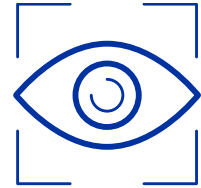
What else to think about when building your commercial?

Location



Lighting

Sound



Camera Shots

Summary of key elements of a commercial

BRANDING

EMOTIONAL CONNECTION

TARGET MARKET

VALUE PROPOSITION

PRODUCT FEATURE

CALL TO ACTION



BREAK OUT SESSION

- In your breakout room, **storyboard a commercial concept** for a random object
- Don't forget to **define your target market and your call to action** when outlining your commercial concept
- You can **use whiteboard tool, a share doc or simply make notes** (up to you!)
- **Select one representative** from the breakout to share your commercial concept
- **You have 10 minutes!**



“The majority of business [people] are incapable of original thinking because they are unable to escape from the tyranny of reason. Their imaginations are blocked”

-David Ogilvy



Questions

Cognizant

Cognizant
OUTREACH
CANADA



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Thank You



Company Program



Deadline to submit: Friday, March 25th, 2022

- 30 seconds to 1 minute long
- Must include the correct JA Central Ontario logo
- Must be submitted in MP4 format - no YouTube links

More information:

www.jacocompanyprogram.ca/battle-of-the-ads-2022



Battle of the Ads