PROGRAMME: Advertising the Ford Fiesta XR2i

DURATION: 30 - 40 seconds

RESUME: Ford motor's are the market leaders in the motor industry. This advert is aimed to attract the young female driver, who wishes to buy a car for it's look/image, economy, speed, manoeuvrability. The advertisement is a testament to woman and the car, showing both up in a positive light. The fast trendy mood is to place emphasis on the car's functions, and to reflect the type of woman who drives the car. The accompanying music is to help create the mood of speed, popularity, trendy, image.

SOURCES: The advertisement will require the use of a brand new XR2i. The production will also need two actors, young, trendy and photogenic to complement mood. The locale of Greenock will be used to obtain an exclusive trouble free zone for filming. A studio/showroom will also be essential for the production. In particular the West-end of Greenock will be used for the action scenes.

ELEMENTS: a) Using a subtle humorous touch, to communicate with the target audience.
   b) Using a role-setting female to establish the type of female who drives the XR2i.
   c) Creating a good feel (mood) about the advert for its duration.

FILM DAYS: Three days maximum four.

BUDGET: Estimated at £200,000