

The advert...

Obidos Media produced an advert for Plant Power Foods for a new plant-based burger

1. Who was the **client**?
2. What was the **product**?
3. Can you remember who the **target audience** was?

The advert...

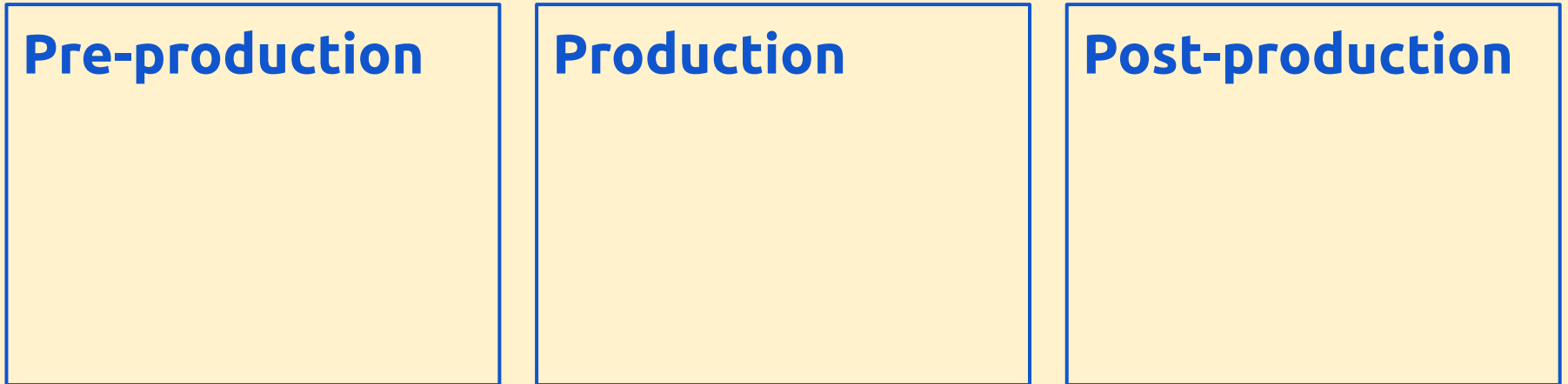
Obidos Media has seven people who work at the company. Five of these were involved in the advert project

- Ravi - project manager and client liaison
- Susana - graphic designer (and the boss)
- Deanna - researcher
- Sally - graphic artist and illustrator
- Parminder - web designer and coder
- Julia - IT tech and admin support
- Phil - animator and video editor

Who do you think was not involved?

The advert...

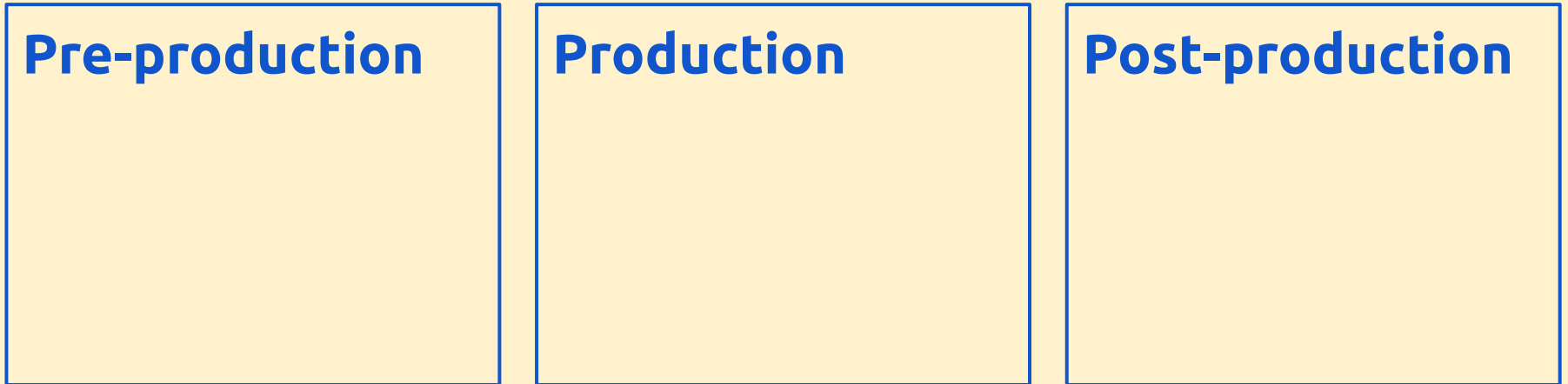
A. Ravi and Susana met with the people from PPF to understand what they needed made



Which stage did this take place in?

The advert...

B. Julia sent the final product by e-mail to the commercial printers for printing

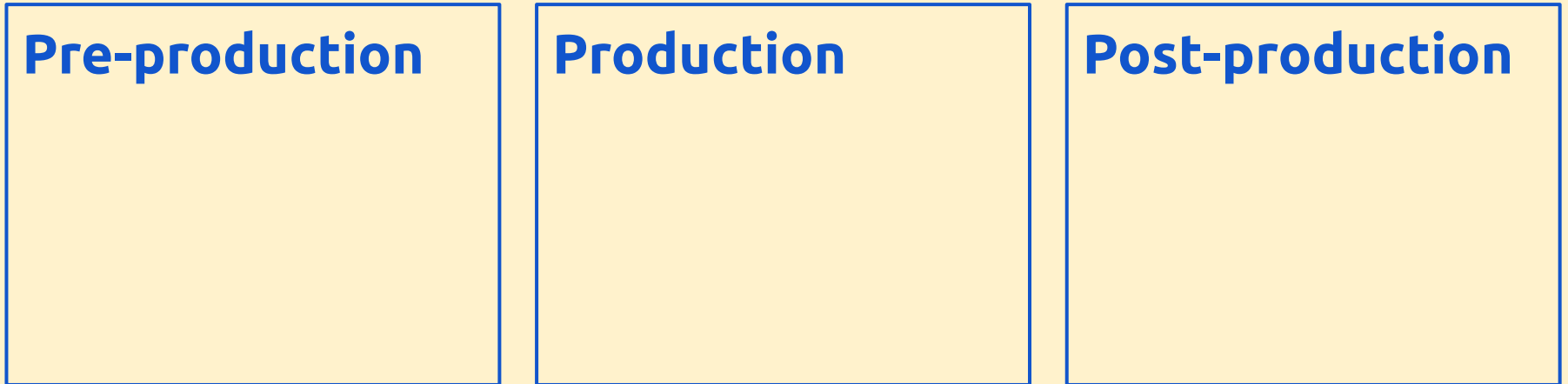


Which stage did this take place in?

How else could Julia have got the advert to the printers?

The advert...

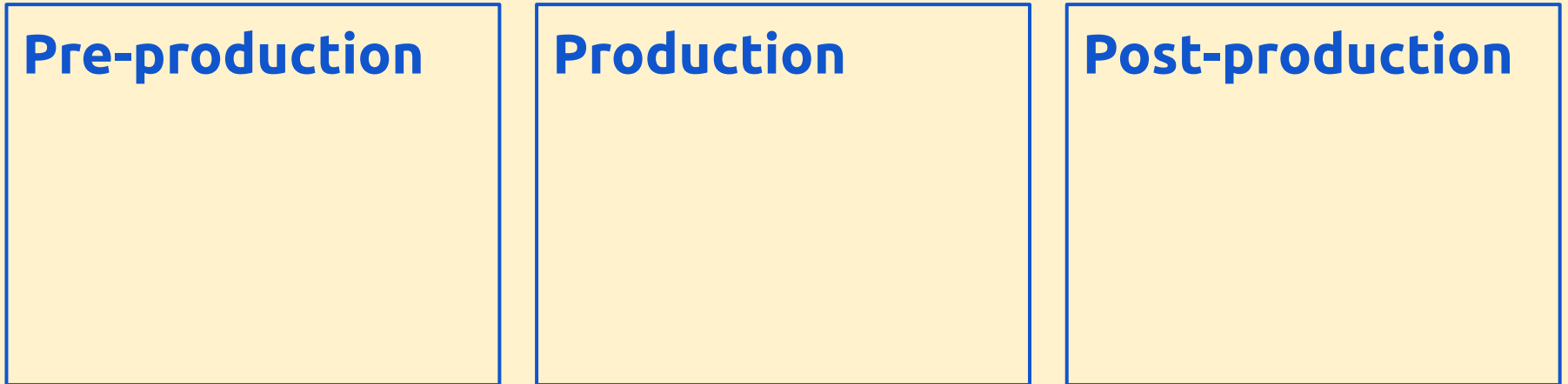
C. Deanna researched different types of adverts used for plant based foods



Which stage did this take place in?

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D. Ravi drew up a **work plan** so that everyone knew what to do and that the **deadline** was for the project

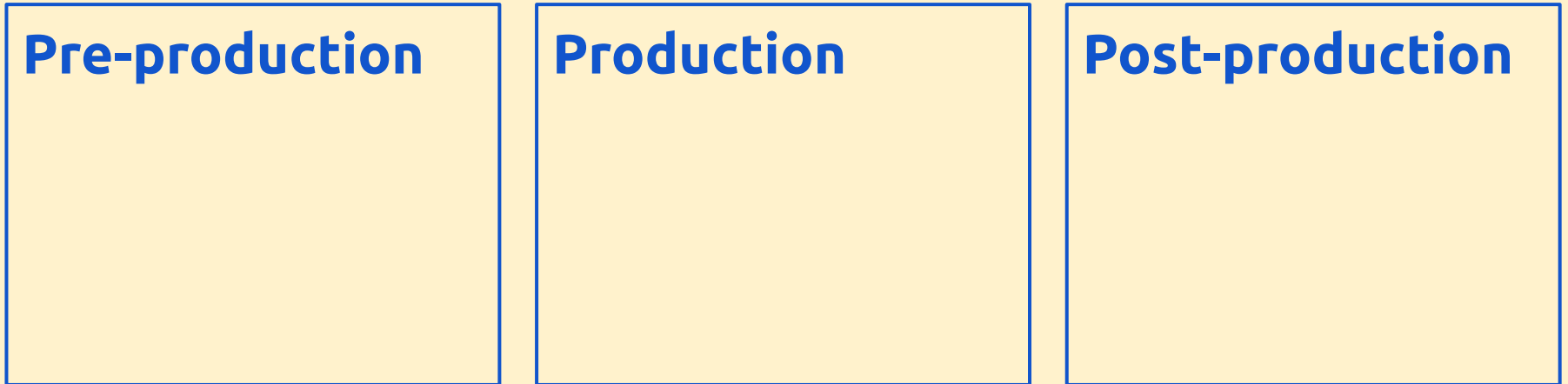


Which stage did this take place in?

What does “deadline” mean? Why is it important to know?

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E. Sally produced a **prototype** of the advert
(with your help of course...)

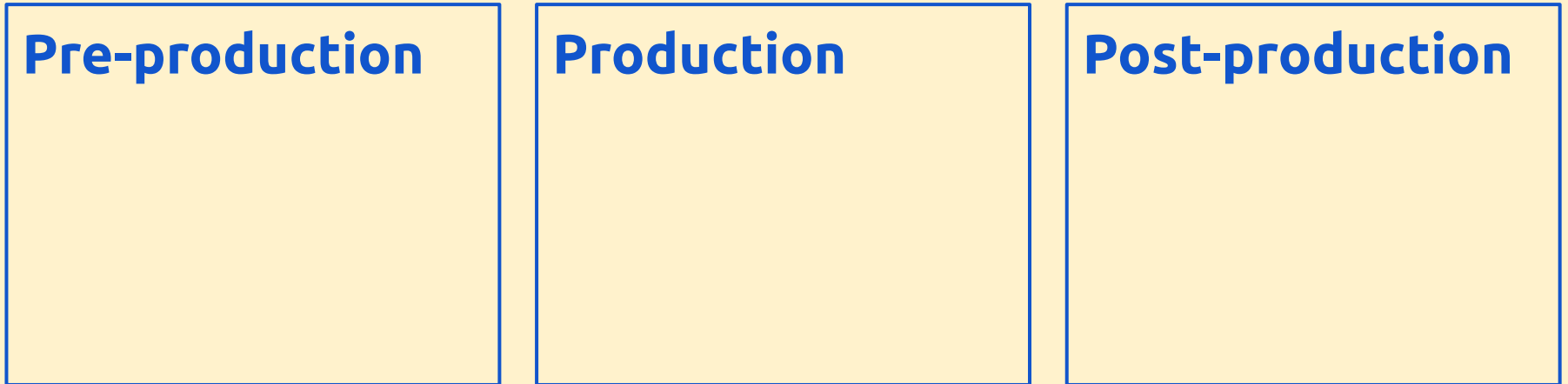


Which stage did this take place in?

What is a prototype?

The advert...

F. Deanna used a **focus group** to test the prototype to check it was appealing

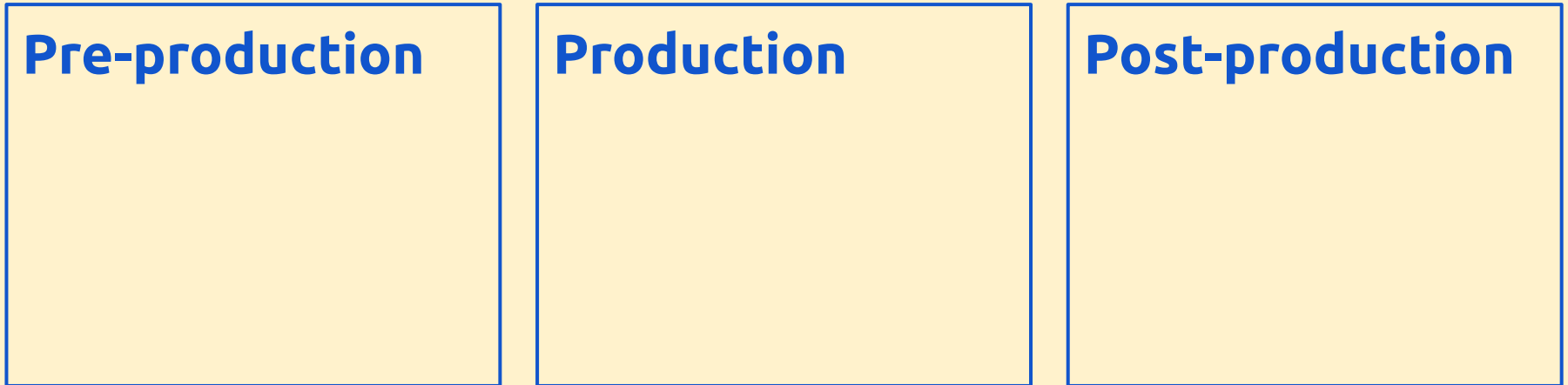


Which stage did this take place in?

What is a focus group? Who might be in it?

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G. Ravi showed the **prototype** to PPF to see if they liked it

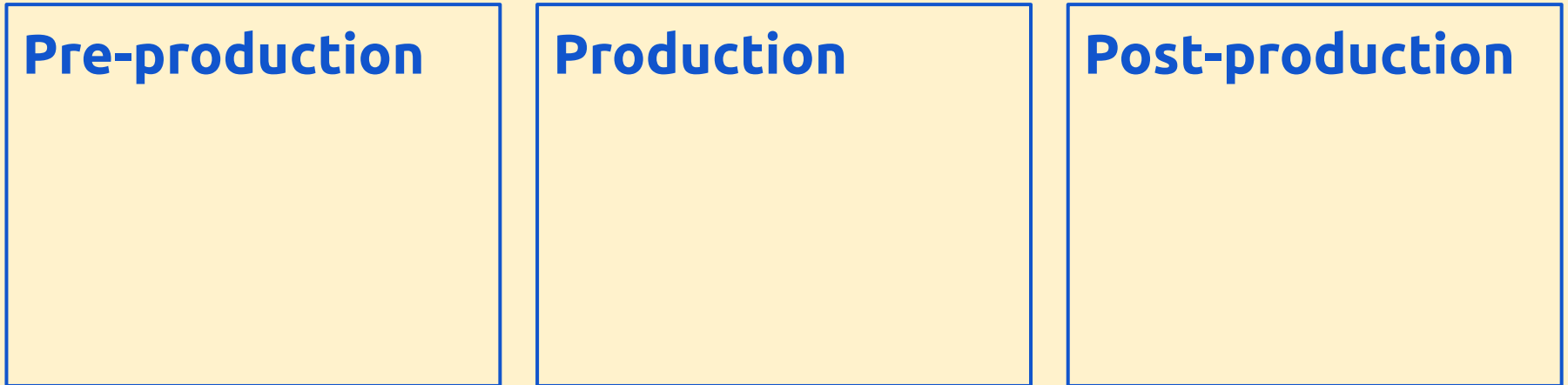


Which stage did this take place in?

Why do you think this job is important?

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H. Ravi and Susana used a **moodboard** to plan the look and feel of the advert, using Deanna's research to help them

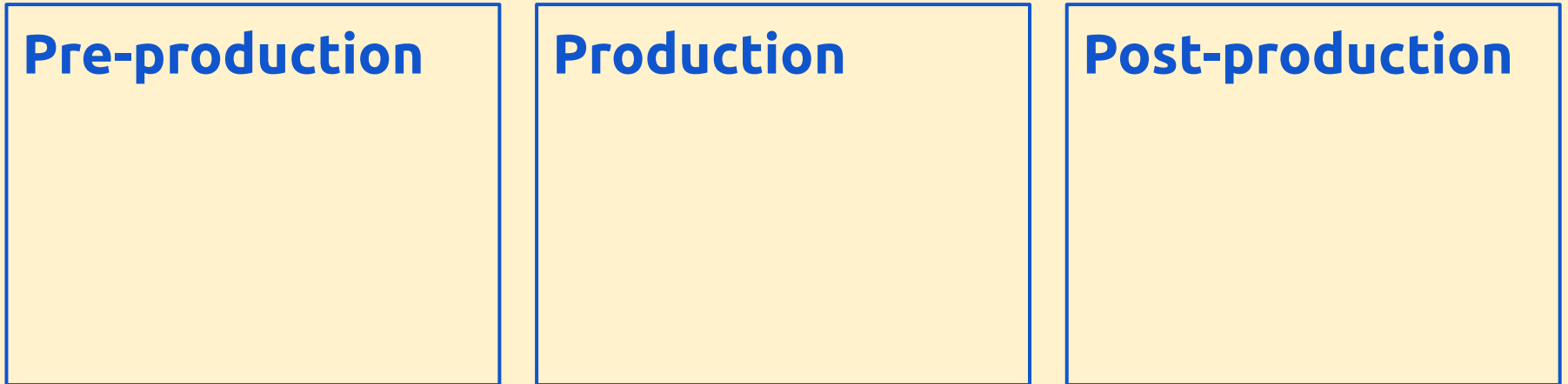


Which stage did this take place in?

What does a moodboard look like?

The advert...

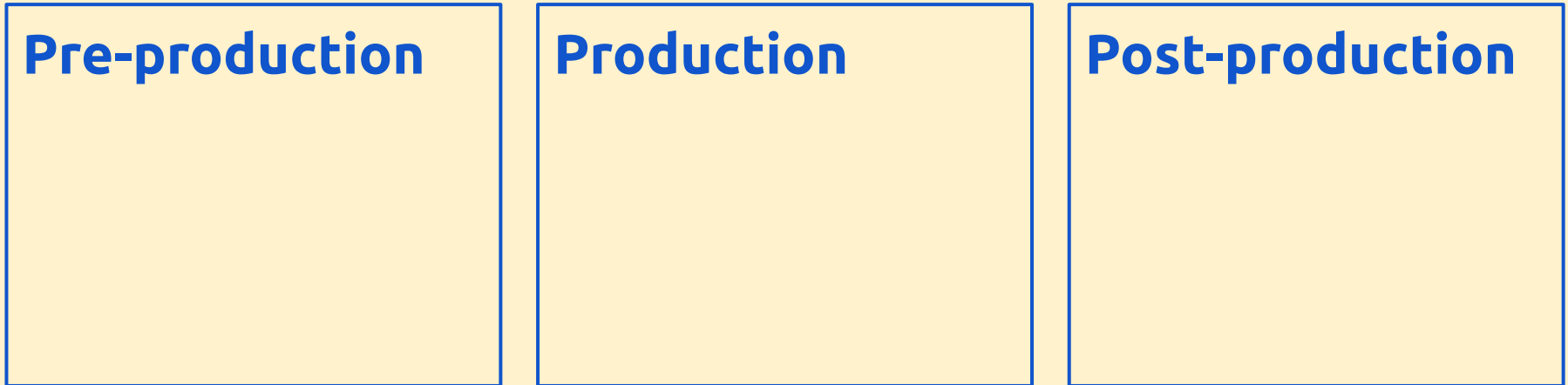
J. Julia checked that the images to be used were copyright free or whether they would need paying for



Which stage did this take place in?

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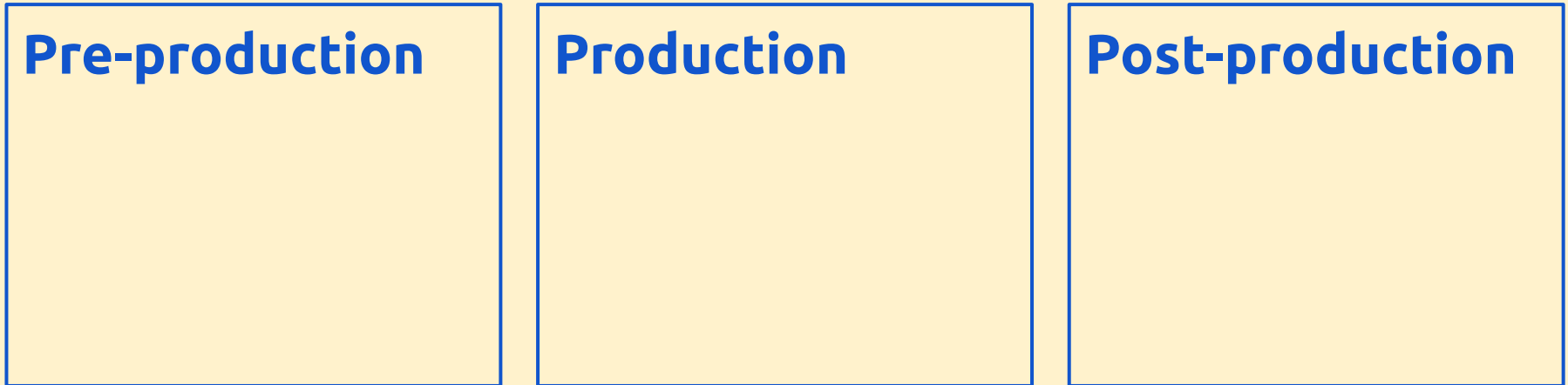
K. Sally produced the final version of the advert, using feedback from PPF



Which stage did this take place in?

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L. Susana drew a **visualisation diagram** as a design for Sally to use to help make the advert

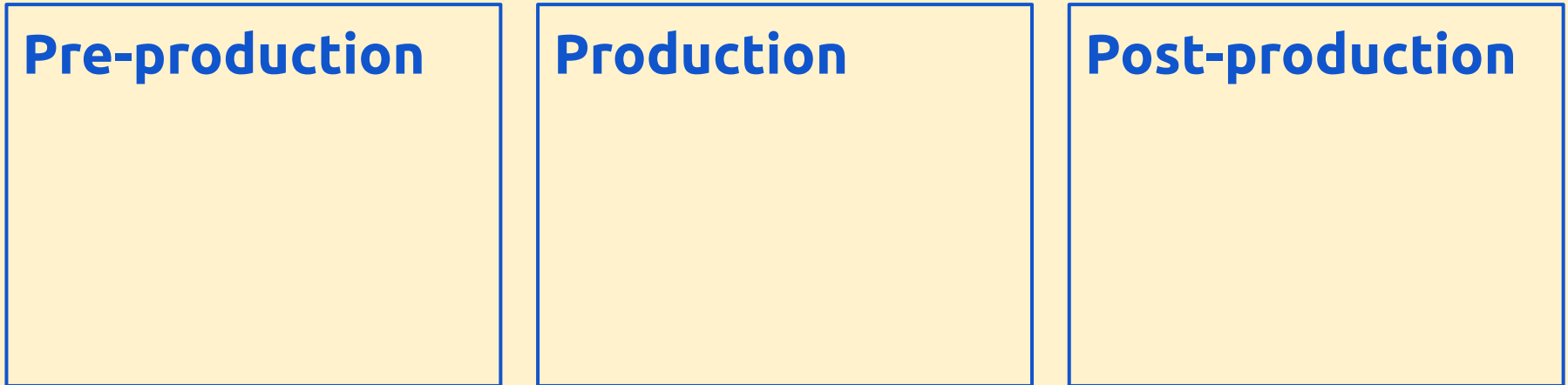


Which stage did this take place in?

What is the purpose of a visualisation diagram?

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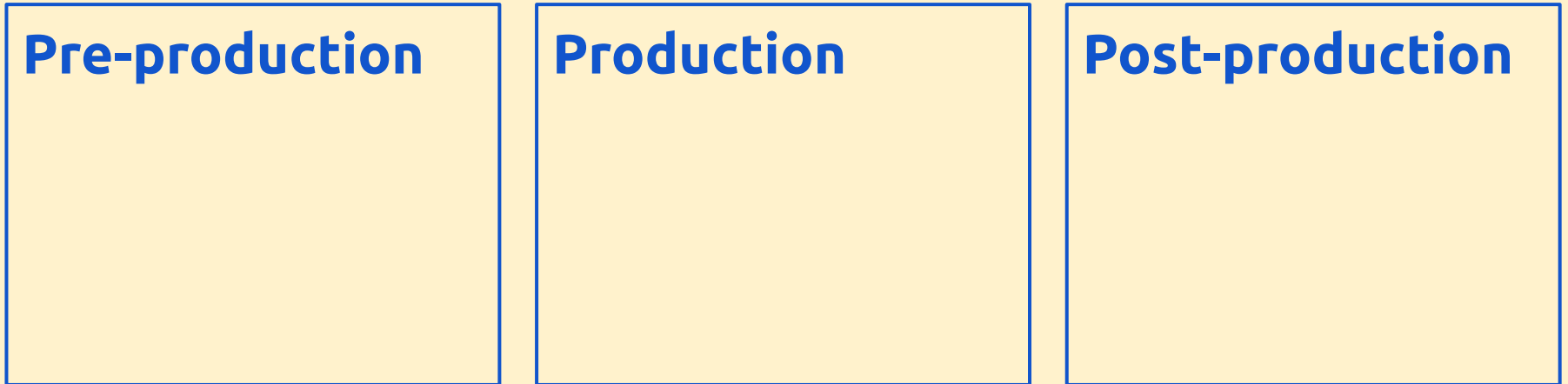
M. Julia took Sally's final digital file and converted it to a **TIFF file** which is more suitable for sending to the commercial printers



Which stage did this take place in?

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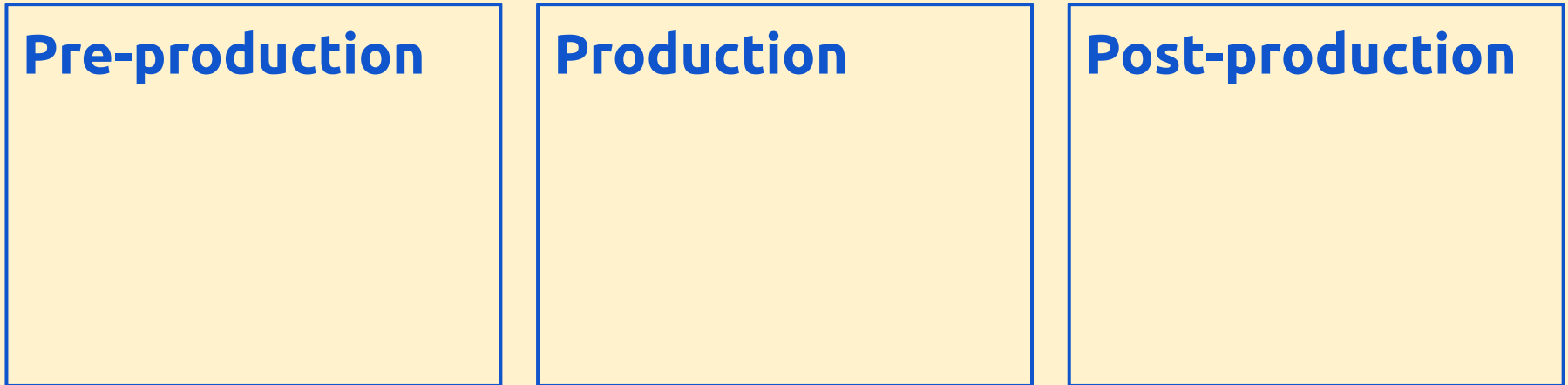
N. Deanna searched image galleries for suitable images to use for the advert



Which stage did this take place in?

The advert...

O. Ravi arranged for Andi, a **freelance** photographer, to supply a high quality photograph of PPFs new burger

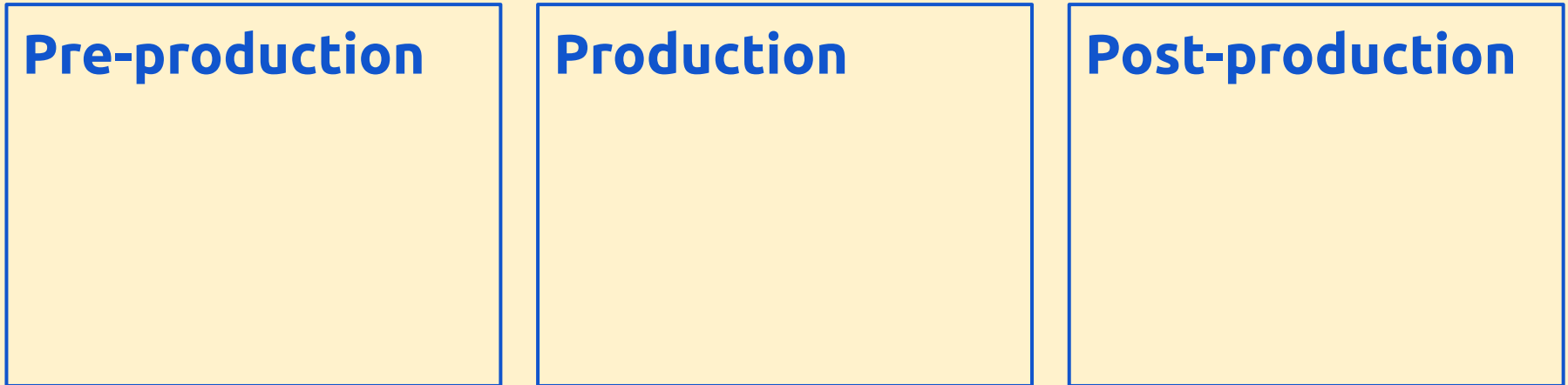


Which stage did this take place in?

What is a freelancer?

The advert...

P. Ravi, Deanna and Susana had a meeting to brainstorm ideas for the burger. They created a **mind map** to help generate ideas



Which stage did this take place in?

Why would they have used a **mind map**?