

1 Advertisement on a commercial service

ONLINE SHOPPING: JABONG

Jabong.com is an Indian fashion and lifestyle e-commerce portal, selling apparel, footwear, fashion accessories, beauty products, fragrances, home accessories and other fashion and lifestyle products. wikipedia

'Timeout'

Two students, girl and boy, busy with studies, messaging about the perfect timeout plans

INTRODUCTION

A male student is studying for his deadlines in the library. He is sitting facing the park through the windows. He uses his laptop to write his essay. A female student is sitting at home / girls hostel and studies also on her laptop. The boy can't concentrate and decides to message the girl when he sees her coming online. They start to chat: they complain (disappointed) that they don't have time to do anything else than preparing their work for the deadlines; they start to name places and send images of the places where they would like rather be today; in the same moment both are opening the Jabong website (independently of each other) to look for clothes they would have liked to wear for the places. The boy looks over his computer, enjoys the view and takes an image for the girl. She looks at the image and decides to surprise the boy. (not in frame) She puts on a dress she had already from Jabong and goes to the park. She's responding him online whilst standing on the field. He looks over his screen down to the park and sees the girl sitting there in a beautiful dress, waiting for him. He stands up, smiles and closes his computer.

The final advertisement will include shots of the girl/boy sitting in front of the computer. It will also include computer screen shortcuts. Moreover it will include outside shots where the girl sits down in the park and is waiting for the boy. The advertisements will be accompanied by fun entertaining music.

TARGET AUDIENCE

Target audience is especially girls and boys at the age of 17-25, who have a monthly amount of money they can spend on fashionable affordable fashion pieces.

STYLING

The girl (indoor) is wearing comfortable, but stylish outfit. Preferably shorts with a shirt. She is wearing (outside) preferably colourful, beautiful dress or a top with a

long skirt. Jewellery included. Make up and nice hairstyle included.
The boy is preferably wearing a shirt with long trousers.

ACTOR

The actor/actress is a boy/girl that has an appearance/look of a 17-25 year old Indian girl.

LOCATION

National Institute of Design, Paldi, Ahmedabad Campus

DRESSING

Student hostel room: Table with laptop and a notebook. Library: table with books, notebooks and a laptop. A picnic-look-alike setting might be needed for the park scene.

FILMING DAY

Monday, the 23rd of February. Daytime, to be confirmed.