

# Candidate 2 evidence

## Media Research Report –

### 1. Internal Controls

- **Budget-** We had no budget but were able to use things from home, boots, and goalie gloves and the PE base let us use there footballs.
- **Time-** We had two weeks to complete this which was difficult as snow covered the pitch making it unavailable (although if we could use it in the snow then it would look different from before).
- Also throughout the making of the production we came up with various ideas, which we made attempts to try in order to improve our advert to bring it to its highest potential.
- **Editing software-** WE had planned a couple of clips that involved and myself eyes, which we attempted to include a shutter effect but were unable to complete this as the software wasn't capable of doing it, which then meant we had to think of something else.
- We also thought that we could use western showdown music when we show the part of mine and eyes.
- **Location access-** Before we were able to use the pitch and begin filming we had to ask the teachers what best suited them as well as us. The timings they gave us were decent and are manageable to cope with. This was good as it meant we could use the 11 aside football goals as planned.

### 2. Audience

- We asked people five questions on what they would be expecting to see from a sports drink advert. One question asked what kind of music would you expect to hear in a sports drink advert? Most people said upbeat and fast music. We decided that because most people expected this we would give them something they wouldn't expect so we instead used Western showdown music as we thought this would be different and fun.
- Another question was where you would expect to see a sports drink advert set. People replied in a sporty /fitness area. This was good as it fit in with the plan we already had which was to film on the school pitches so we didn't have to make any changes to the plan.
- From watching lots of sports drink adverts (like Lucozade Sport for example) we noticed that they target sports fans by showing lots of sporting activity in the adverts. We then decided to use a football theme in our advert. Using football targets a huge audience as it is one of the most watched and enjoyed sports and this will also encourage people to buy the energy drink.

- **External Controls**
- **Advertising standards research-** From this we were able to look at other energy drink advertisements from companies such as lucozade and powerade which was useful as we got a good idea from what was expected from it.
- We knew not to false advertise , for example by suggesting that our energy drink will make you amazing at football or that it will make you amazing at any sport etc.
- **Copyright free music**
- We had originally planned to include western music as well as upbeat music but thought it would be good a change to do it entirely with western music we originally wanted to include the famous song from the film 'the good, the bad and the ugly' but unfortunately it was copyrighted, so we found a different song that was similar that suited our adverts needs.
- **Health and safety**
- No health and safety concerns as \_\_\_\_\_ and I are both capable of keeping ourselves properly warmed up and ready to record, \_\_\_\_\_ is capable of not getting injured while shooting and I myself know how to dive correctly and safely meaning there should be no injury problems. But we still made sure we knew where there was a first aider and medical assistance in the off chance that something was to go wrong.
- **Key Aspect One: Language**
- **Editing**
- We see that in some of the adverts they used fast editing and not much slow editing this suggested to us to try use rapid shots during our advert. We believed that this was used so that it kept people interested. Then when planning the advert we tried to incorporate fast editing when hitting a lot of penalties.

### Music

- When watching adverts we heard that there was jungle music (drumbeats and animal noises) in the background of some of them. This gave us the impression that not all energy drinks have to have upbeat music so therefore we decided to change it up by using western theme music.

### Mise en scene

- When watching lucozade adverts we saw that they had the advertising product in the background of the shot. We wanted to incorporate this into our advert as it would show off our energy drink in an unobvious way. This was so that it caught the attention of the viewer and made them think about the drink and begin to realise what the advert is trying to get you to buy.

### Camera Angle

- During our research on adverts we seen that they used a big variety of different camera angles throughout the adverts this influenced us to try this so we thought that in the final scene of the advert we could use a low angle shot when presenting the energy drink bottle, this was so that we could show the viewers the whole bottle with the label etc and so that we could also show a faint clip in the background of me and still playing football, this involved coming one on one with me and scoring and celebrating by picking up the bottle.

- Key Aspect Two: Narrative

- In other sports drink adverts I noticed they had a simple story usually involving someone doing something with sport. The adverts usually begin with someone being quite tired and out of energy. Then, they take a drink of the energy drink and then they can suddenly start going again.
- This influenced my plans as I decided to have Josh being tired at the start of the advert to show that he had been working hard and he was out of energy. Then when he drank the energy drink he was going to have more energy to keep going. To show this we decided to put in rapid cuts of him scoring lots of penalties to suggest that he was not more energetic and his performance had improved.

- I thought this simple narrative was a good idea as it would keep the advert easy to understand and would then appeal to a wider audience.

### Production Report –

#### Example one (0.00-0.07)

- A) In this part of the advert we used slow editing to show [redacted] being tired. We used this so that the audience could see that he had been working hard and was now exhausted. We also used a mid-shot so that we could include [redacted] whole body and not just his face this is so we could see his body language and how its tired instead of just his face looking tired, and we also used it so that we could show off the pitch to convey the idea that it is related to sport. At the beginning of our advert we used western music to suggest a conflict was coming between these two characters.
- B) I thought that the slow editing to show [redacted] was tired was a good idea as it gave target audience a good idea towards the end of how effective the energy drink was and how it improved how he performed. I also thought that it was a good idea to show that we were on the football pitch during the mid-shot of [redacted] as it showed that the energy drink was related to fitness. I believed that this was good as it would appeal to loads of people.

#### Example Two (0.07-0.10)

- A) In this clip of the advert we see [redacted] asking me to give him the sports drink and when he's asking for it he's holding out his arm to gesture for me to throw it to him this is a use of cultural codes of his body language. This was used to show that he knew that the energy drink was going to give energy to improve upon his performance. [redacted] position in the penalty box, he is standing where he would begin to take a run up for a penalty. This is effective as it shows that he is prepared to take a penalty once he has had some of the drink. I used dialogue in this part as [redacted] clearly mentions the name of the product ("Black Hawk") This was supposed to help the audience quickly get to know the name of our product.
- I was pleased with the body language and gesture does when asking for the drink as it suggests to the audience that he is eager to drink it, because of the effect and because of the great flavour making the audience intrigued and edging them towards wanting to buy it. I was also pleased with how he was positioned in the box as it still showed that he was ready to challenge the opponent in the showdown. I really liked the idea of him asking 'Black Hawk' as it was an easy way to announce the products name to the audience.

#### Example Three (0.12-0.18)

- A) In this clip we showed [redacted] catching the bottle and taking a drink of it. As he catches the bottle we use a zoom to create a mid shot of [redacted] taking a drink and nodding his head after it. The technical code of the mid shot was meant to let us see [redacted] enjoy the drink and the cultural code of the nod was to anchor the idea that he was satisfied with the drink. I edited these two shots carefully as they were filmed at different times using just one camera. This meant that I had to edit them carefully as the intention was to make it look like [redacted] had

caught the bottle straight after it had been thrown. The music changes a little after [ ] has had his drink and sounds more dramatic. This was to suggest that [ ] is now prepared for the conflict ahead and is feeling more confident.

B) I think the nodding of the head after the zoom has worked very well. It took several attempts to get it right but I think it really shows how much [ ] has enjoyed the product. I am also happy with the camerawork here as getting the zoom just right into the mid shot was not easy and although it is a little jerky at the start I actually think it looks good.

#### Example Four (0.34-0.47)

- A) In this scene we used rapid cuts of [ ] scoring penalties, this was used to show the effect of what the energy drink done to him and how he became lively again. The technical code of the sound when [ ] scores the penalty it sounds very 'professional' because you can hear it hitting the back of the goal. It also shows the power he is putting into the shots, this also shows the effectiveness of the drink. The body language I am using in goals, I am doing everything that a goalkeeper should be and I am still unable to stop his penalties, again showing the energy drinks effectiveness.
- B) I like the rapid cuts of [ ] scoring loads of penalties as it shows that the drink gave him all the energy he needed to keep going and to continuously take them. I also like the sound that we could hear the sound of the ball hitting the back of the goal, this was because it was diegetic sound and it made it look and sound more realistic. Finally I really like how I was making myself look more professional in goals because it showed how [ ] was able to finish the ball well after drinking the drink.

#### Example Five (0.49-0.57)

- A) In this scene we see the bottle of Black Hawk in the foreground and in the background it is [ ] and I having a one on one which [ ] scores and celebrates by picking up the energy drink. This was so that we could advertise our product fully by showing the design of it and the branding etc. This is effective as it shows the viewer what it is we are trying to sell to them. Another way this scene is effective is because it shows that [ ] still has energy inside him even after taking all those rapid penalties and now he is able to do a one on one with the goalkeeper, this cultural code is conveying that the drink makes you full of energy and will appeal to the audience. Also the way [ ] picks up the bottle, this is so that he can show that the drink is addictive and he wants more so he picks it up, this will make the audience think that it must be working and it also conveys that the drink will have a nice taste to it.
- B) I like how we put the shot of me and [ ] one on one in the background because it showed that [ ] still had energy but also still made the advert interesting and kept the audience interested. This was appealing to me. I also like how we included the one on one as

it showed how drinking the Black Hawk kept him going through everything and this might appeal to some people especially people who are really into the fitness and want to be able to have the energy to keep going.