

Making a Commercial

Television ads are made carefully. A typical ad campaign costs 20 - 40 million dollars. The following would be a likely scenario for the actual construction process for a major advertisement made for a big corporation.

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1. The idea is brainstormed by agency “creative” people, and rough drawings and script are made.
2. The idea is discussed with advertising agency account managers; improvements are suggested.
3. Improved idea, drawings and script are presented to client. Client rejects or accepts with suggestions.
4. Computer story boards are generated and discussed within agency.
5. The new version is shown to the client; more suggestions are given.
6. Agency creates hand-drawn storyboards, scene descriptions, actor descriptions, and script.
7. Actors are hired; backgrounds made; locations selected; costume, lighting, sound and technical experts hired.
8. Rehearsals begin; modifications are discussed. Computer graphics begin.
9. All scenes are shot numerous times on film with full crews.
10. Scenes are mixed into a master rough draft in a studio.
11. The draft is reviewed at the agency; its impact is assessed; changes may be made.
12. The draft is discussed with client; changes may be made.
13. The draft is shown to focus groups, then discussed; changes may be made.
14. The client reviews final version agency; changes may be made.
15. The ad is test marketed.
16. Polls are taken, discussed, and changes may be made.
17. Time slots are purchased carefully for markets, target audiences, times and cost.
18. Ads begin running. Polls constantly assess.
19. The client monitors sales. Changes may be made.
20. The length of the ad’s run is constantly assessed in terms of sales.

NOTE: EVERY SCENE has been discussed by highly paid and trained people at least TEN TIMES! Nothing is accidental. Students need to know that they cannot spend as much time and effort in deconstruction as the ad agency spent in constructing the ad.