

Advertisement script writing

Advertising is a process in which information and decisions (Strategy) lead to a briefing which forms the basis of creative, media and overall campaign planning. Advertising comes in so many forms and carries out so many different tasks that the common factors may not be obvious. Advertising attempts to inform and persuade a large number of people with a single communication. It is a paid communication with a purpose of promoting an idea, service or product.

According to British Code of 1973: Advertising is defined as a paid-for communication, addressed to the public or a section of it, the purpose of which is to influence the opinions or behaviour of those to whom it is addressed.

First of all we have to do a planning for script writing keeping in view the budget and requirement of the clients.

Creative task

Under creative task, we have to take care of following basic questions:

What is the message we have to convey in our script of advertising?

How can our message be conveyed most effectively?

What is the objective of advertising in a particular situation?

What is the audience we are communicating with?

What should be the outcome of this creative work?

Be able to command attention against all competing influences. People do not generally watch TV or read newspapers to see advertising.

Be able to sustain interest of the people. Boring or dull advertising scripts are unlikely to have much influence.

Write memorable sentences.

Importance of Advertising

Advertising is important in our daily life. It influences people and consumer markets. It is based on gathering of information about markets, competitors and the client company's own product.

It sells products, service and ideas.

It enhanced sales of companies

Introduces new products and boosts old products.

Advertising provides consumers a right to choose.

It provides information to consumers about the products and their competitive edge.

Advertising increase incomes of producers and guides consumers in shopping

Advertising is important to reach out target people

Advertising covers broad range of views in a creative style

Advertising provide more knowledge about people's right to choose, market trends, skills and standards of production and behaviour change.