

Mark Luczak  
Storyboard Concepts 3523

**Creative Brief:** Dick Blick Art Store

- Target Audience Three variables
  - I will be targeting student artists at about the age of 22
  - Live in the city area
  - With a high interest in experimenting with different mediums
- Product/ Service Features
  - They offer amazing customer service
  - Keeping their selves stocked up
  - Having a large range of different products
- Product/ Service Benefits
  - Freedom of self expression
  - high quality tools
- Tone of Message
  - To make the audience to feel Blinks is there with all the things a student artist might need
- Ad will play
  - On youtube ads related to art, such as art techniques and art history.

**30 second commercial Script:**

Scenery: New York City during afternoon probably 3pm

Mike an art student working at his drafting desk reach over for his glue. Finds out he is out of glue and makes the trip to Blinks art store. After grabbing a can of glue walks through the aisles with a very interested look in the art supplies. He walks then to the counter to purchase his glue and a few brushes with oil paint. Next day he comes back to the counter to purchase new supplies but with a new look. Mike looks like a Renaissance artist and is purchasing more paint. Same time the following day he comes in with baggy clothing with a paint mask to buy a few cans of spray paint. Later he comes in covered in clay pieces and clay on his face with a bucket of clay mixture in his hand to buy.

After this the cashier hands over the bag with and the camera zooms in on the bag with Blinks logo on it. Narrative voice then says “Blick is there for the artist experiment with art and their life styles”. End commercial