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Storyboard Concepts 3523

Creative Brief: Dick Blick Art Store

- Target Audience Three variables
 - I will be targeting artists around the age of 20 – 40 either students or professionals
 - The audiences knowledge of the materials should be at a beginner level to a higher
 - Income would be around a college student to around 50k per year
- Product/ Service Features
 - They offer amazing customer service and great savings. While also maintaining in-stock with most to all products.
- Product/ Service Benefits
 - Sales staff and information specialists are trained to answer tough questions customers ask.
 - Blinks keeps students, amateurs, and professionals in mind with limited funds and offers unmatched sales.
- Tone of Message
 - To make the audience feel secure and trustful with Blinks.
- 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

Student walks into a local art store stationary and is a tall thin male probably around the age of 23-26. Walks to the counter asking for some cold press paper and the cashier doesn't understand. Student asks for a water color paper and the cashier replays saying they don't have that kind of paper. The student then turns around and looks through the aisles for anything he could possibly want. He find a package of water color cold press paper and walks back to the counter asking how much. Cashier responds \$17 and student is confused to how expensive it was.

The student leave with a disappointed look on his face and around the corner finds a blick art store. He walks to a staff member and asks for a cold press watercolor paper. Staff member asks what brand, weight, and the student is surprised. The two walk to the aisle and the student asks how much for the same pad of paper as the stationary. Around \$9 and with a free student member card probably around \$8 says the Blinks staff member. Soon the student purchases the paper and leaves feeling satisfied.