



CAMPAIGN

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BROWSE THROUGH OUR CONTENT:



THE CREATIVE BRIEF

WHY ARE WE ADVERTISING?

FAMILY VIDEO IS ONE OF THE ONLY OLD FASHIONED VIDEO STORES STILL STANDING. IT IS THE TRADITIONAL AND FUN WAY TO GO ABOUT GETTING A MOVIE FOR THE EVENING.

WHO ARE WE TALKING TO?

EVERYONE! FAMILIES, COLLEGE STUDENTS, CHILDREN, SENIORS, AND ADULTS.

WHAT SHOULD THE ADVERTISING SAY?

THIS IS THE BEST WAY TO RENT A MOVIE. WE WANT TO ATTEMPT TO SELL THE EXPERIENCE OF GETTING THE MOVIE AS WELL AS WATCHING IT.

WHY SHOULD THEY BELIEVE IT?

THIS TRADITION HAS BEEN AROUND SINCE THE 1980S. IT IS FUN, RELIABLE, AND AN EASY WAY TO GET THE EXACT MOVIE YOU WANT.

WHAT TONE OF VOICE SHOULD THE ADVERTISING HAVE?

COMFORTING, WARM, HAPPY, INNOCENT.



PRINT MEDIA



THE CHOICES ARE
ENDLESS.



THERE HAVE BEEN
**STRANGER
THINGS**
THAN RENTING YOUR
MOVIES FROM FAMILY VIDEO



**BOB APPROVES OF YOUR
MOVIE RENTAL CHOICE!**





GET RETRO AND RENT FROM FAMILY VIDEO

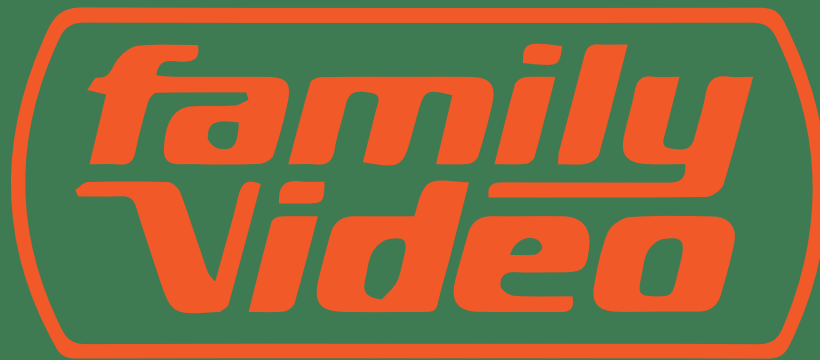


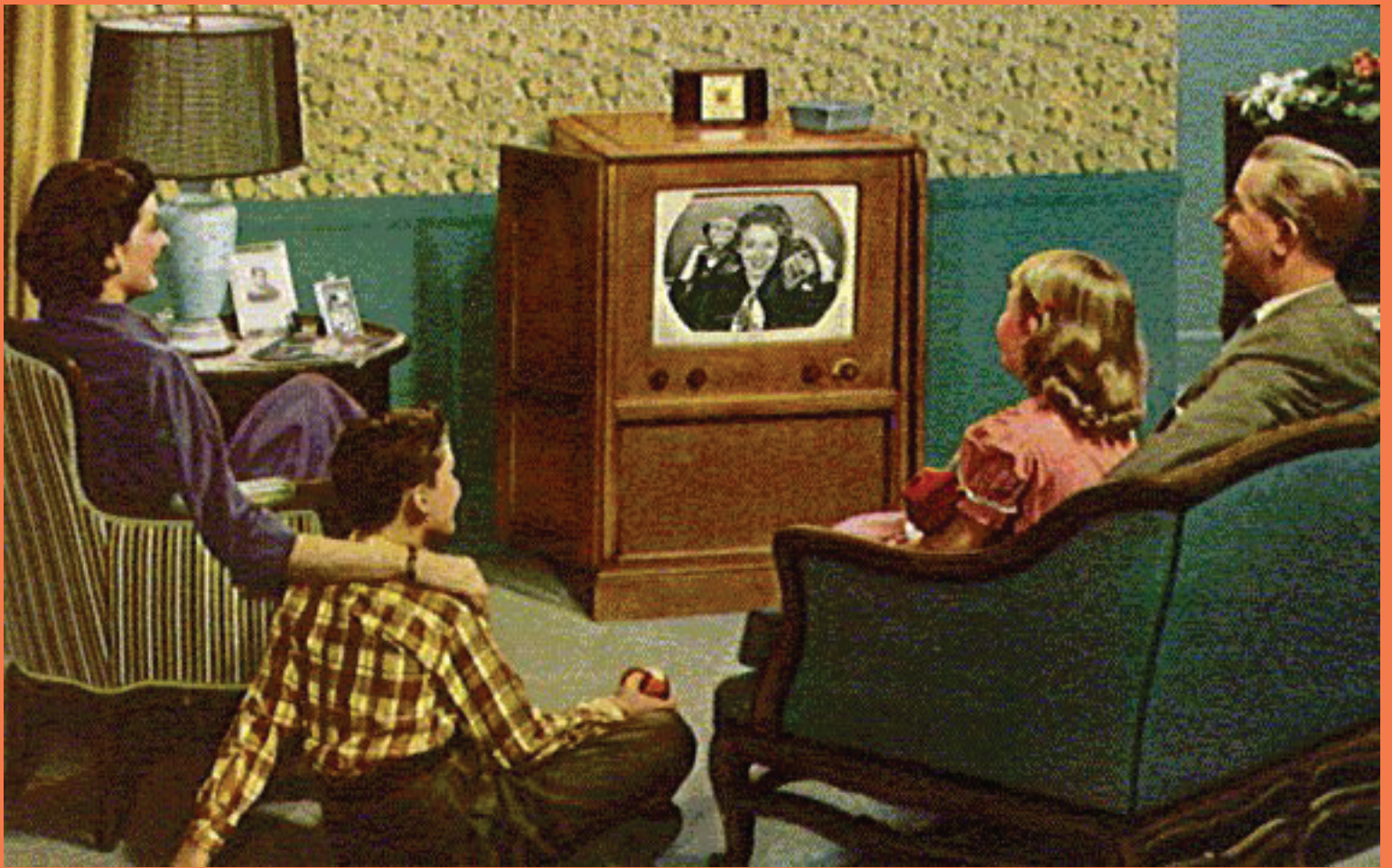
ALL THE MOVIES YOU
COULD EVER IMAGINE
SERVED ON A SILVER
PLATTER



**family
Video**

IF YOU GET AN A ON YOUR
REPORT CARD, COME IN
AND GET A FREE MOVIE OR
VIDEO GAME RENTAL!





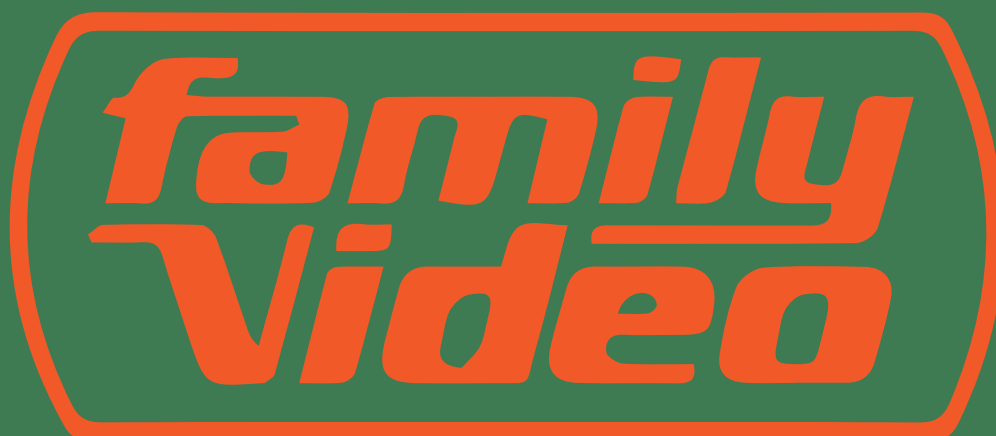
REMEMBER TO SPEND PLENTY
OF TIME WITH YOUR TV
FAMILY THIS HOLIDAY
SEASON.

FINDING THE PERFECT MOVIE
CAN BE DIFFICULT. LET US
HELP YOU CHOOSE.



YEAH SURE, YOU COULD STREAM YOUR MOVIE. OR...
YOU COULD RENT YOUR
MOVIE AND ALSO GET
CANDY, POPCORN, AND
AN ADVENTURE

so... take your pick



TELEVISION ADVERTISEMENT



TV Commercial for Family Video

Setting: In a home.



Opening scene: Two parents are getting ready to head out the front door. They are dressed up, as if they are about to go on a date. They wave and say goodbye to their daughter and a grandfather figure. (He is babysitting her)



After the parents leave, the grandfather and granddaughter (sitting on the couch) look at each other smiling, as if they have something exciting planned.



The next scene is the granddaughter and grandfather running excitedly to the car and getting in. The car pulls out of the driveway.

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The car pulls up at a Family Video. They park the car and you see the little girl and her grandfather go running into the video store.



The little girl and the grandfather are browsing around the store together, both very excited. There are multiple scenes of them laughing together and looking at different movie options.



They are both looking at the candy before they check out. They both excitedly pick out which candies to buy.

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The little girl and her grandfather are at the checkout counter now. They put down all of their movies and candy as the person at the checkout greets them. As they get ready to pay, the woman says “You know, if you buy two movies you can get one more for free!” And then it shows the grandfather and little girl look at each other with excited looks. They both drop their stuff and go running back to the movies.



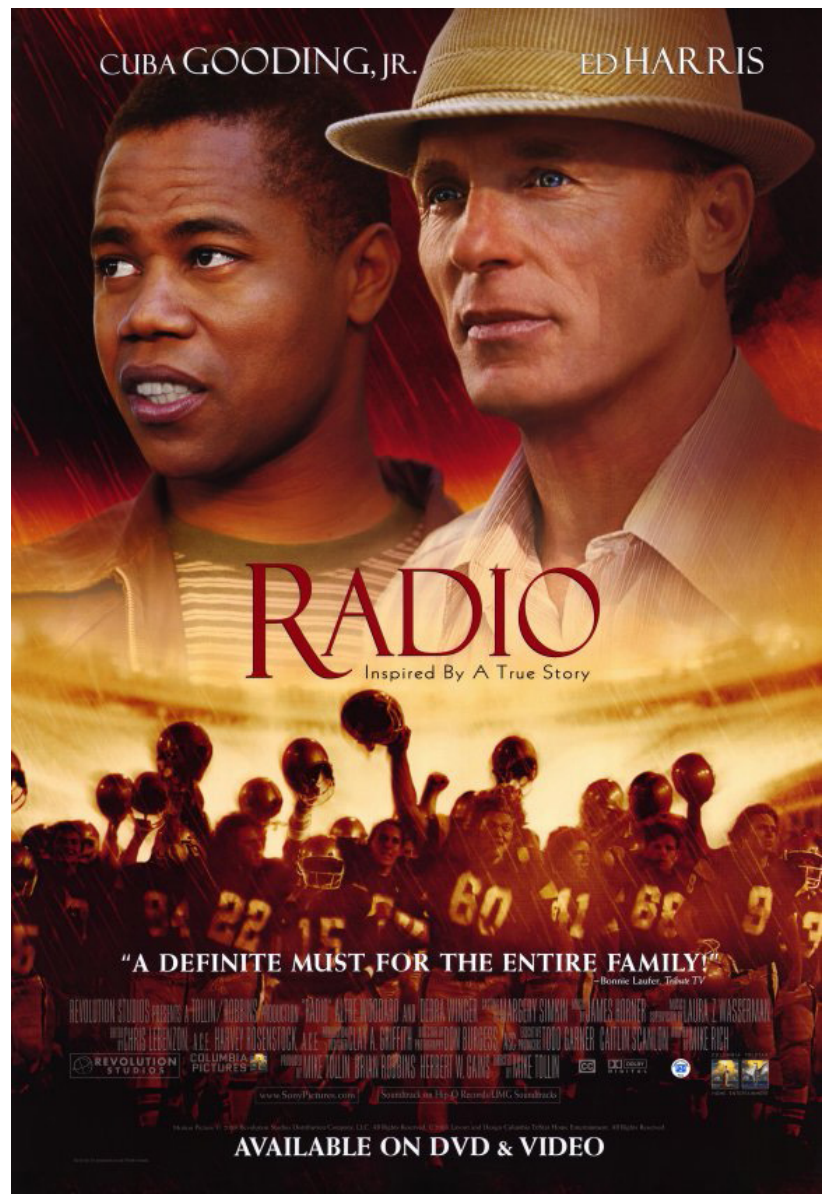
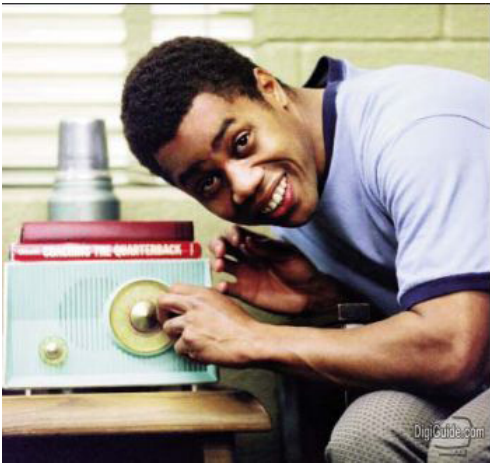
Make movie night an adventure.

The next scene fades to a white screen with the Family Video logo. There is a narrator that says “Make movie night an adventure.”



The last scene is a clip of the parents walking through the door and starting to say “We’re home!” but stop mid sentence when they see that the little girl and grandfather are asleep together on the couch with the movie playing and candy wrappers everywhere. The parents smile.

RADIO ADVERTISEMENT



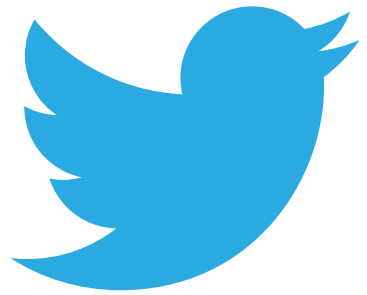
Sounds of popping popcorn in the background

"At Family Video, we understand that as humans, we need to have lazy days. We completely understand your cozy nights in. When it is cold and rainy outside, nothing sounds better to us than a good movie and some delicious treats to go along with it. We want you to have the best lazy day ever, and that is why we offer you just about every movie ever created to choose from, and for a very affordable price. So come on in and embrace your laziness. We've got you covered."

"Family Video; make movie night an adventure."



SOCIAL MEDIA





The idea for the @familyvideo Instagram would be to post a picture once a week of a staff pick movie. For that day only, the movie they posted would be a free rental for one night. The only way they would be able to rent that movie for free would be if they showed that picture

on their phone. This would bring in more Instagram followers to their account and it would encourage people to come into the store more frequently. It would also be a fun thing to do.



The idea for the Family Video Facebook is simple. We would have a sign at the checkout of each Family Video that says "Follow us on Facebook for a free one night movie rental of your choice!"

This would bring in more followers on their Facebook as well as bring in more people to the store, because everyone loves free movies!



The idea for Snapchat is to try and place a “snapcode” sticker (people can take a picture of this code on their phones and automatically follow the Family Video Snapchat) everywhere we can think of.

After that, our next step would be to post a Snapchat on our story once a week with a picture of a

free movie for that day only. It would be the same concept as the Instagram idea. We could also post pictures on our story of new dvds as they come in, special flash offers, and more.

The main goal of the social media is to try and spread awareness of the business and try to have a little fun with it. People will be motivated to check out the social media to get free movie rentals. Each app or website will post frequently with special deals, new movies, and just general fun things happening in the stores.

MISCELLANEOUS



THE FAMILY VIDEO APP



The main concept of the Family Video app would be to check and see what movies are currently in stock. Family Video does not currently have an app, so it would be a good way to check up on what is in stock without having to call the store. It would also allow the customer to check and see if they have any overdue movies or check the status of when their movie will be ready to be returned to the store. It will also send the customer notifications of when new movies have come in, and will have a feature that recommends movies based on what they have rented in the past.

THE FAMILY VIDEO APP

CONTINUED



account

account overview

settings

movies overdue

movies due soon

recommended

The account tab opens up with different tabs where the user can check their account information.



THE FAMILY VIDEO BILLBOARD

MAKE MOVIE NIGHT AN ADVENTURE

