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Media Writing
Review #2

Product: Pringles

Audience: For the three scripts, the target audience is young people between 15 and 20 years old. For these reason I chose to use music as the medium to transmit my message. Young people are usually really updated about music trends. Channels such as MTV take advantage of this.

Appeal: In this range of ages is when people is more concern about defining a personality and expressing their preferences to others. Being original is one their goals. For these reasons, the ads would have an emotional appeal that encourages them to create something to express their creativity and personality.

Persuasion Method: Contest. Young people also love contests, as a way to encourage them to get involved with the product and the brand the ads promote a contest with a monetary prize.

Medium: Radio

Sound of a Pringle cracking

Silence (less than a second)

Sound of someone drumming on a Pringles tube (just two beats)

Silence (less than a second)

Pringle cracking twice

Four drumming beats

Three cracking sounds followed by six drumming sounds

The drumming sounds and the cracking Pringles create a tune

The tune volume decrease until it becomes a bed sound.

Narrator voice: With Pringles, you can be the winner of \$1000 prize. Create an original tune using Pringles tubes in any way you want! Upload it to Pringles.com. The winner would be announced on August, more information at Pringles.com. Once you pop, the fun don't stop. Bed sound fades out.

Silence (less than a second)

One cracking pringle sound and 2 drumming sounds.

Medium: TV

Channel: MTV

| Video | Sound | Description |
|--|---|--|
| | Pringle Cracking | Black background |
| | Drums | |
| Medium Shot from behind | Carnaval Tune played with a Pringles' tube | A Guy playing drums on a Pringles' tube |
| Cut to medium shot from the front | Rock Tune played with a Pringles' tube | Another guy playing a pringles' tube |
| Close-up | Rock Tune | The hands of the guy playing the tube |
| Close-up | Pop Tune in | The hand of a girl playing a tube |
| Medium shot | Pop tune | The girl playing the pop tune |
| Shot around the girl cut to a shot going around another guy. | Metal Tune | Guy playing the tube |
| Cut | Narrator: Create your own tune, upload it to Pringles.com for the chance to win \$1000. Valid until July 30 th . Pringles, once you pop, the Fun don't stop. | Red Background and Pringles logo at the center |
| | | Sticks and Pringles'tubes appear behind the logo and around them a mini version of videos of people playing pringles'tube. |

Medium: Web

The same video used for TV plays, but after the red background, the sticks, and Pringles' tubes appear looking like drums, the video becomes interactive. People can create their own tunes by clicking the tubes, sticks, and Pringles. In addition, buttons with different preset rhythms will appear on the down part of the video, so that people can add them to their tune. It would work as a doodle, but these tunes cannot participate. Finally, if you want to listen to your tune, the video would take you to Pringles.com, where people would be able to hear it, downloaded, and find out more about the game and its rules.