



# Concerto Ads

By Neville, Florencia, Lisa, Sheila



# Idea

A heavy association to **music** (due to its name)

Emphasis is on **diversity/variety** - Concerto is for all to enjoy.

We'll be using different sorts of music styles (Pop, classic, jazz, etc.) to represent the different types of people (consumer) that enjoys the product.

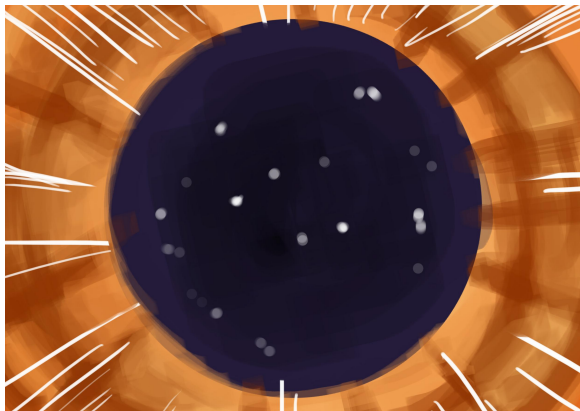
Each style is given a flavor to mirror with- eg. Cookies & Cream for Classic, Choco Passion for Jazz, Milky Berry for Rock music, etc.

# Message

Concerto can be enjoyed by anyone of any preferences.

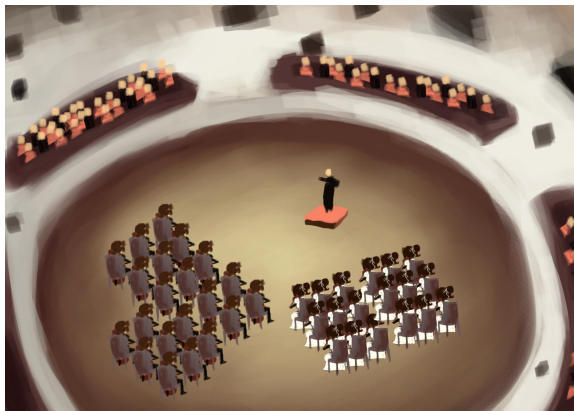
# TVC Storyboard

1



We follow the camera as it spirals out of darkness around (the cone) and towards what seems to be the beautiful starry sky above.....

2



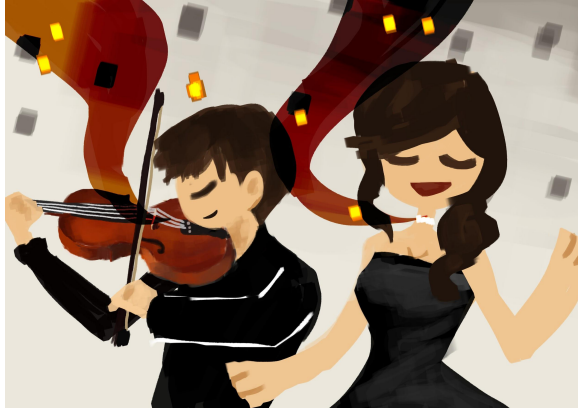
....and the camera pans, revealing the concert hall just above the cone. It's a marvelous sight, with a vivid orchestra performing and several booths of audience surrounding it.

3



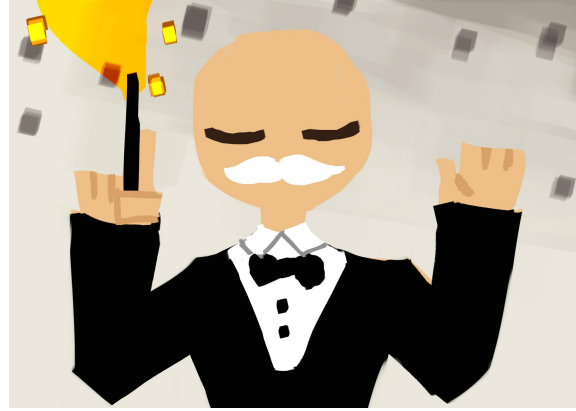
We pan to a cello player and a flutist, as glowing gold/chocolate satin seem to emanate along with wonderful music from their instruments....

4



Similar satins are also coming out from the violinist and an opera singer.

5



The conductor, leader to this happy band, guides the satins from his orchestra with his baton, and sends it spiraling around the hall.

6



They reach the audience, who are mesmerized by the magical experience.

7



The satin extends away from the hall, revolving, as the camera pans away from the fun, as the ice cream wraps itself around it.....

8



....forming a wonderful Concerto Cone, the magic to be enjoyed by the next musical soul.



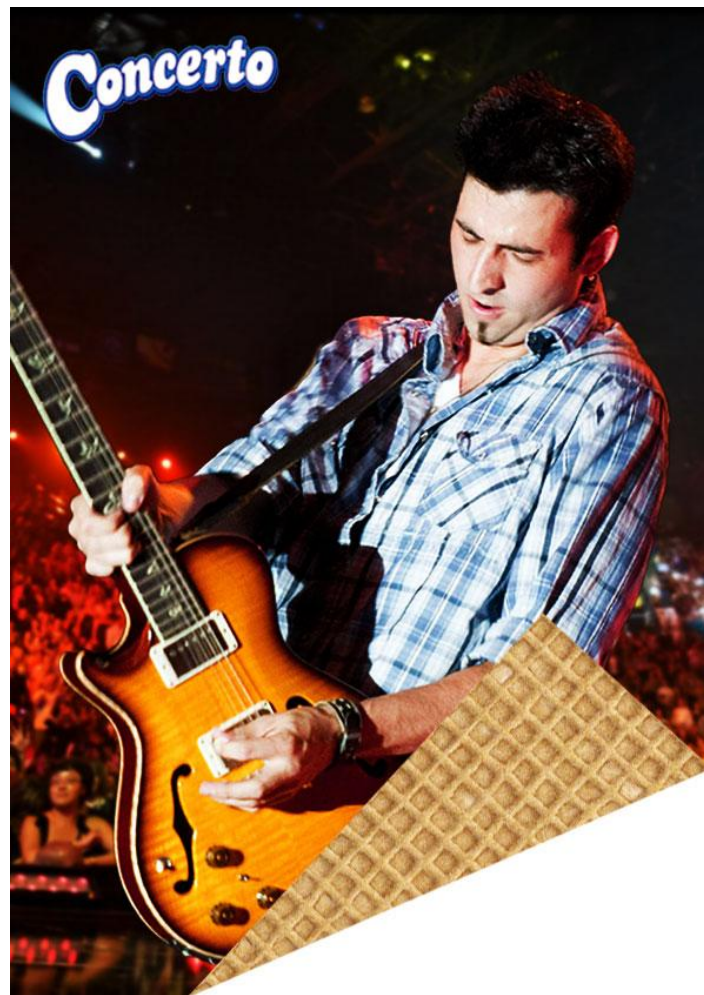
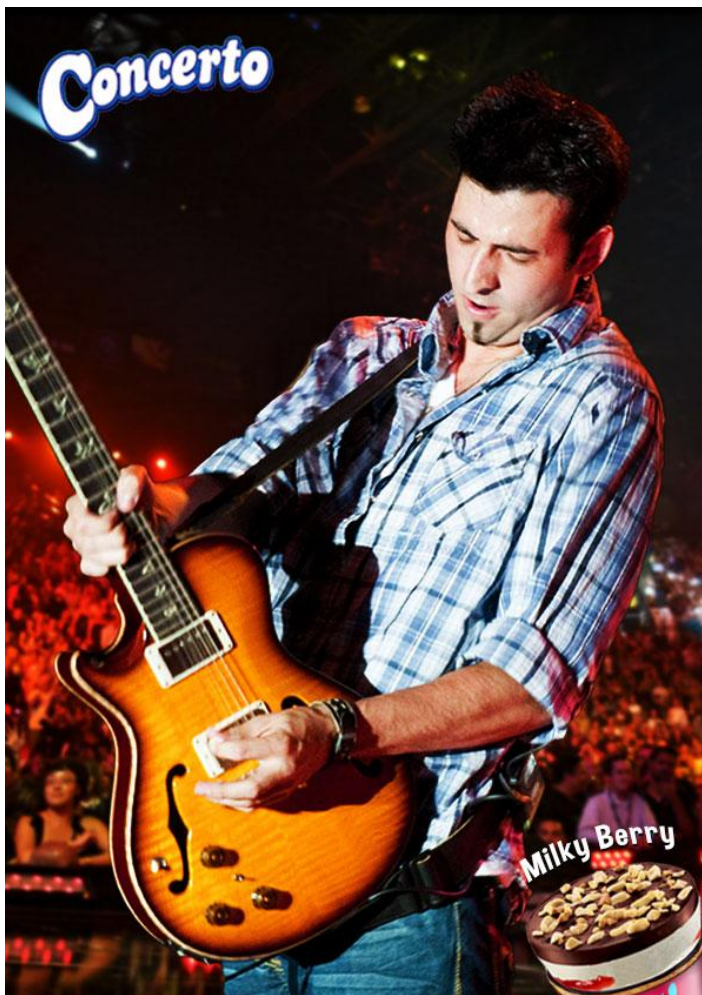
Series Ad



















00H/Billboard







Vertical Billboard



Ambient Ad





Concerto



Front

Concerto



Back

Front



Back



Thank You!