

A Level Media Studies – Summer Independent Learning Activity

Welcome to A Level Media Studies! As Media is a discipline that requires you to be both analytical and creative, we want you to complete the following tasks ready for your first day at New College.

Context

You are working as part of the creative team at an advertising agency and Shredded Wheat have approached you as a client.

Shredded Wheat, a cereal, has been sold since 1890, and Nestle are looking for a rebrand of the product to appeal to a new younger market of 16-20 year old female & male customers. The motivation behind the rebranding is to generate a younger audience, as a way of creating a new loyal customer base. In addition, they want their product to be seen as something that is a healthy lifestyle choice and fun too. This is also part of Nestle's commitment to helping to tackle the obesity crisis and promote a healthier lifestyle for younger people who may be still living at home or setting out on their own to university.

Task One – Analysing Advertisements

Before you can put together any ideas of your own to address the client's brief, you need to show you understand how adverts are constructed and how they are effective.

Click the links below to watch 3 different cereal adverts. Write a short analysis of each one (approx. 300-500 words per advert)

Your analysis should focus on things like:

- who is the audience for the advert and how do you know?
- why certain music is chosen
- any technical things that are interesting, like camera shots, lighting or editing for example
- how do the adverts persuade an audience to buy the product?

<https://www.youtube.com/watch?v=U2xN1KWliS4>

https://www.youtube.com/watch?v=11z_kZkCR34

<https://www.youtube.com/watch?v=2WPLRVqoDYM>

Task Two – Creating Adverts

Based on your analysis, you need to come up with an idea for a new logo and a new television advert that will satisfy the requirements of the Shredded Wheat brief. Re-read the information about what they want to communicate and think how you might achieve it.

Your logo should be practically produced, in colour. You can do this hand drawn or electronically with a program like Photoshop if you prefer. It should be clear your idea fits the brief.

Your advert idea might be written as a description of what happens or you might produce a script and/or storyboard. However you choose to present the idea is fine but it must be clear what the idea is and to visualise how it might look on screen. You may also want to consider music choices for the advert. Again, it should be clear how your idea satisfies Nestle's requirements.

Bring your portfolio of advert analysis and creative ideas to your first lesson.