



SPOT TV ORO 2000

Deadline: 05.03.2010 23:59 GMT

Brand: ORO2000

Sector: Retail & Trade

Country: Italy

Category: Above The Line : Radio, Out-of-home advertising; Below The Line : Direct Marketing

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Budget: \$800

Status: Closed

Language of Solutions: English, Italian

1 Step Brand Builder

[who has written the BootB Brief for BootB Creators ?]

I am Massimo Famiani – a young entrepreneur (34 years old) leaving in Bari, Italy. Back in 2000 I opened my first jewelry and precious objects shop. More precisely I buy and sell gold, silver, coins and branded watches (Rolex and many others).

Currently I have a chain of 6 shops and I am planning new openings. In my home town my business has gained recognition in its branch.

I have started as a franchisee under the **Gold 2000** brand but recently I've decided not to be an affiliate anymore and to run the business under a different brand name.

2 Step Project Objective / Description

[what is the Brand Builder looking for ?]

In order to communicate to my clients the transition from the franchise brand name "**GOLD 2000**" to the new one -"**ORO 2000**" I would like to use a TV spot.

Mainly it should convey the change in the brand name, without any commercial proposition or promotion – illustrating of course the ORO 2000 service: sale/trade of gold, silver, coins and precious watches like Rolex and many others (cash payment for any transaction).

When realizing the spot please take into consideration that its duration is 30" and some seconds should be dedicated to mentioning the 6 shops.

3 Step Target Audience

[who should you influence ?]

The target audience includes both men and women with ages ranging from 18 to 70 years old. Socially speaking our clients are yet again heterogeneous – people in need of cash and individuals trading their gold since they do not wear it anymore as it went out of fashion or it was a gift they didn't find appealing.

4 Step Proposition

[what does the Brand want the target audience to get / understand / do ?]

The viewer while watching the spot should immediately understand that we run our business as usual but under a new name: **ORO 2000**. Therefore they should memorize and remember it.

5 Step Support

[why should the target audience believe in the Brand's proposition ?]

Our clients have preferred us to the rest of the shops in the sector because:

- ∞ our previous TV spots were almost always a bit ironic and funny thanks to featuring famous local comic characters;

- ∞ discretion is another differentiation point – unlike most of our competitors, **ORO 2000** shops have opaque windows that prevent people from outside the shop to see who's inside.

6 Step Character

[what are the features that define the personality of the Brand ?]

- ∞ Trust;
- ∞ Experience;
- ∞ Specialized staff;
- ∞ Complete service;
- ∞ The best in our branch.

7 Step Media Plan / Placement

[where will your work appear?]

Local TV spot.

(The idea will be used afterwards for radio spots, print advertising and posters)

8 Step Additional Executional Elements

[any other information the Brand wants to share with you]

The budget allocated to the spot production is modest, therefore I ask Creators a simple and nice idea, memorable thanks to its impact and originality and not special effects.

The following links illustrate our spirit and tone of voice and should be used just as examples and additional material to get an idea about our past communications. They are just examples – under no circumstances none of the elements or characters should be re-used in the new spot.

The 2 characters featuring the first two videos – count 1 & 2 respectively are still available for new spots.

<http://www.youtube.com/watch?v=ogU2IUweQpQ>

<http://www.youtube.com/watch?v=yvwN4rjir1k>

<http://www.youtube.com/watch?v=75Y5rT9PoAA>

<http://www.youtube.com/watch?v=xb49gQtlgsM>

<http://www.youtube.com/watch?v=C90FLYtc0IQ>

<http://www.youtube.com/watch?v=gByflkyjjMg>

<http://www.youtube.com/watch?v=bddf-Ua1hng>

<http://www.youtube.com/watch?v=JCL-zOdGD7Q>