



# THE ART OF AD FILM MAKING - HOW PASSIONATE PEOPLE DO IT?

**CASE STUDY/INSIGHT**



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Advertisement is shortly called “Ad”. Making of an Ad is a great art which requires high level of creativity and innovation. Advertising is a powerful tool to promote and market a product or an event to the public. Advertisement can be made in the form of illustration as in newspapers, audio as in radio and videos as we see it in television and social media. The visual advertisement has seen a steady growth in the digital era.

Ad film making is done to inform and promote products, make people believe that the particular product is the best, create a need for the product, exhibit the product’s qualities, establish the brand, attract customers and retain them. We come across too many products, brands and advertisements while watching television and social media. While we usually don’t prefer watching advertisements, we might have taken a minute or so to watch a particular advertisement. Have you ever thought why that is so? It is because that particular advertisement might have got a unique concept or visuals or music that attracted you to watch.





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The success of the ad film making lies in creating unique, creative and innovative advertisement that would put the message from the Ad to the minds of people within that short period of time, say about 10 to 20 seconds. Since the duration of ad films are usually very short, it is important to make it distinct and attractive. Bright cartoons or graphics with vibrant visuals will probably attract kids to watch it. When kids watch it, they will force their parents to buy that product. Advertisement with popular celebrities will make their fan base to watch it for their star and also buy it. Ad films with attractive visuals, vibrant and popular music, humorous genre, attractive slogans and phrases, good social messages, capturing human emotions, etc. are most liked and watched by the audience. The casts, costumes, locations, display colour of wordings, etc. also play an important role in ad film making.

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The role of ad film makers is to incorporate the creative content in the right way and to deliver the client's needs. Students pursuing courses in Advertising and Marketing, Advertising Management, Visual Communication, Media Technology, Film Technology, Journalism, Photography and Videography courses are taking up ad-film making as their professions. Besides these regular courses, many online certification courses and trainings are also being conducted.

Ad- Film making is an ever advancing and developing sector. Creativity is the core. Women are also actively participating and contributing in this sector. Youngsters have been doing a great job of bringing in innovation in ad film making. The success and strength of ad-film making lies in making creative and crisp advertisements, especially for the television broadcasting, as it is the one which can reach a bigger mass of people at the same point of time.

