

PEDIGREE DOG FOOD COMMERCIAL TREATMENT (30 SECONDS)

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TARGET AUDIENCE:

The proposed dog food ad for Pedigree is primarily geared towards 'Middle America.' The commercial aims to reach a broad audience, with highest reception among low- to middle-income working families. More specifically, the ad is designed for the head of household, with an age range of twenty to sixty-five years old. The ad is intended for a more rural audience, but its strong visual and emotional appeal is expected to have a wide positive reaction, retention, and audience conversion. The ad targets male, working-class dog owners but would also appeal to suburban and city dwellers—those yearning for a more rustic life or escape from the crowded daily grind. The audience outside of the specific demographics and psychographics will still find relevance in the ad through its brief but emotionally connecting story. The ad also aims to playfully poke at the subconscious of any viewer who has sat through too many overly dramatic “natural dog food” ads on YouTube.

MAIN CONCEPT:

This commercial will use nostalgia, sentimentality, and subtle tongue-in-cheek humor to affirm and encourage the consumers' decision to purchase economically priced dog food, showing that it's not worse for the animal compared to some of the more expensive, direct order, natural food brands that are taking more and more of the market share. The ad will show that, in addition to providing sufficient nutrition, the dog prefers the food. The ad implies that “Time after Time” Pedigree dog food has sufficed and is expected by man's best friend. The ad appeals to simplicity and tradition.

MEDIA PLACEMENT:

This ad will be best placed on national networks such as ABC, CBS, and NBC, during primetime television, news, sporting events, and late night comedy shows. These platforms host the target audience. The ad should also run in campaigns on streaming services such as HULU, Peacock, Paramount plus, Max (HBO), and Netflix. These platforms would allow the ad to reach its target audience with greater precision as they can identify who is watching and when. The ad should also be placed with any shows, movies, or specials featuring dogs or animals.

FORMAT:

The commercial is a dramatization. Awe-inspiring landscapes and the inner workings of the farm will quickly invite the viewer into engaging with the captivating experience. The “attention-getter” in the first five seconds of the piece will be achieved by opening the commercial with expansive landscape shots, intercut with dynamic close ups, using a wide angle lens, of the farm animals in their morning routine. This juxtaposition will grab the viewer's attention. It will quickly become evident that a story is being told, and people love great stories.

STORYLINE:

A cool morning breaks in farm country. It's early fall—fog rises from the fields as the sun crests the horizon. The overcast morning, sporadically pierced by sunlight, reveals horses grazing near the wooden corral fences as the farm wakes up. Inside the farmhouse kitchen, a man in his early thirties stands by the window, sipping his coffee from a mug. The man wears jeans and a button-up flannel shirt over a turtleneck. This is his farm, and he's watching his dog run in the yard. A timer sounds, and the man walks over to the microwave, taking out a steaming container. He walks outside, through the charming farm, steam flowing from the carton, to an

old but clean barn, where a restless dog awaits her morning meal. The man places the warm container of natural food down. The dog lunges for the food but stops short, refusing to eat. The dog hesitates and looks up at the man—whimpering slightly, growing more impatient. The man tries to encourage the frustrated dog but fails. She runs to the back of the barn and disappears around a corner. When she reappears, the dog is dragging her favorite brand of dry food to be poured into her bowl. The man pours the food and pets his best friend while a narrator with a warm, grandfatherly tone says, “Pedigree has been keeping dogs happy and healthy for over 60 years. It’s what they need. It’s what they want.”

VISUAL IMAGES:

The ad will employ diverse and active visual images to convey its message and display the client’s product. A Golden Retriever will be cast as the dog— a breed that represents the Pedigree brand. Casting this breed maintains consistency and reinforces the brand’s image within the commercial. The dog will clearly be dragging a Pedigree brand dog food bag at the end of the commercial a lasting visual image for the viewer. Dynamic shots of the dog food bag will feature the client’s logo, with Pedigree's logo appearing prominently in the final shots. Animated motion graphics will be used at the end of the commercial to highlight the nutritional value of the product. Simple and clear text will complement the narrative, reinforcing the information. The farm setting and lighting techniques will be crucial in creating the atmosphere and tone. Close-ups of the food, the dog eating and her owner enjoying the moment will accompany the narration.

PRODUCTION TECHNIQUES:

The live-action production will utilize both unique and traditional techniques to create a timeless piece. Shot composition and carefully planned camera movements will increase the

production value, giving the viewer the feeling of watching a high-budget, prestigious film—even if it's only 30 seconds long. Wide-angle lenses will be used for close-ups, slightly pushing in on the subject to increase their presence within the frame and create an attention-grabbing image. Dollies will follow the man as he walks from the kitchen to the barn. Specifically, when the man walks to the barn, the camera will follow in profile on a dolly from a distance, capturing the landscape. This technique will set the atmosphere and mood. The combination of wide, steady landscape shots with wide-angle close-ups will leave a lasting impression on viewers.