

How Television Commercials are Made

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Abstract

I always wanted to work with creative people who deal with innovative ideas and new systems. The perfect place for it is the advertising world, because here new people and new ideas are entering every day. The Department of English and Humanities of BRAC University gave me this opportunity to work in such an environment with such people. According to my degree requirement, when I was asked to do my internship, I chose to work for an advertisement firm as I could meet my curiosity working there and I could also relate my major courses like Copywriting, Editing, Globalization and the Media, and Cultural Studies with this experience. So, I got the chance to do my internship with CG World (Computer Graphics World), which is one of the leading advertising agencies in Bangladesh.

Working there, I have come to know the steps in making advertisements and how much effort the whole agency needs to give to make the ads successful. In the three months of my internship, in CG World I could observe only the making of Television Commercials, so in this report I will concentrate only on the making of TVCs.

Chapter-1

Introduction

1.1 Flashback:

An advertising agency is a firm or institute which creates the bridge between consumers and products. An advertising agency designs plans according to the clients' requirements and produces advertisements; broadcasts it, plans and designs campaigns and manages every aspect of the clients' advertisements. Most of the advertising agencies in Bangladesh now-a-days are full service agencies which creates advertises for television, radio, newspaper, internet.

1.2 My Experience:

In CG World, I was assigned the job of an assistant copywriter. Though thousands of advertisements are being produced every day, sometimes advertisement firms do not have much work because advertisement making is a seasonal business. Occasions are big seasons for commercial ad-making. I was involved with the production of two advertisements. I was given the task to develop the storyboard for the advertisements.

Story board is basically a collection of comic strips for the advertisement as how things are going to be presented in the advertisement. In the storyboard the characters and other elements of the advertisement are presented as they are going to appear in the original shooting. Storyboards are generally created for television commercials only. I was working with two products of one company called "N. Mohammed Group". When I was working with the N. Mohammed plastic wood boards, the story was pre-written and I had to analyze and restructure it with the comparison of other existing advertisements of different companies. The difference we were

trying to present was in the style of presentation. Finally, after surfing different concepts and advertisements we came up with a unique way of presentation in the advertisement.

Generally, these, advertisements were being presented or the product information was described by the salesman or a 'smart looking man'. But in this advertisement, our concept was to represent it through kids and later introduce a 'smart' salesman. In this case, it is important to mention that kids or babies are not uncommon in the advertisement industry around the world, but much more uncommon in Bangladesh's perspective. The concept was developed for a 40 second (standard) TVC.

After developing this story, I started creating the storyboard. As I was familiar with storyboard writing, it was easier for me to start working on it. Primarily I drew several clips and characters and I submitted them to my supervisor. After some corrections and improvisations I was asked to complete the task. There were several clips and transitions. The standard storyboard can be sketched, colored or painted. As I was familiar with sketch, I was doing sketch. Sketch is the most common skill used in storyboard writing. My storyboard was consisted of several clips. Our most important concern was to perfect the view, which would later be used as camera view and the elements in the scene. After two more revisions and changes, finally the storyboard was completed. Then the storyboard was forwarded to the director of the advertisement, approved and the storyboard was ready for shooting. The director and the cameraman then shoot according to the storyboard.

The second of the two advertisements from N. Mohammad Group, was of plastic chairs. The story was structured and written before. Before starting the storyboard, I sat with the two story writers of the advertisement. The story was brief in comparison to other advertisements of N.

Mohammad Group. As there were already advertisements of other branded plastic chairs flourishing on TV, an element of surprise had to be present in this advertisement to make it different. To do that, rather than using surprise, the issue of 'class' was introduced. After discussing the story, I moved on to storyboard writing.

I must say, to understand advertisements and how they are done, one should explore it. One of the best ways for that is storyboard writing. As before, this advertisement was also 40 seconds long. In this storyboard our main focus was on the expressions of the characters how they were talking and showing their details. As before, I had to present the elements and characters. One more concern this time was showing the interior of the shop, where the chairs would be stacked up and people would be exploring through them.

One of the most important factors during making advertisements was stage designing and set up. It was really hard to complete a set with only chairs. Ultimately, after two more sittings with the designer team and the writer, the storyboard was completed. Then I sent the storyboard to the director for final approval. The director changed the visualization slightly. Then I sat with the storyboard again and finalized it. At last the storyboard was complete and sent off for shooting.

1.3 Advertisements in the Past:

Advertising dates back to long ago. Many years ago people still advertised, although they were not as vivid as today's advertisements. At first, it was more like notices printed or painted on paper for only some luxurious products and there were no illustrations (Williams, 322& 323). But after the industrial and technological revolution in the eighteenth century, when it was needed to make advertisements in a large scale, the use of new technologies like the telephone, telegraph and typewriter, brought an intense development in mass communication, which helped to create more detailed advertisements (328). And gradually from time to time, more developed and attractive ads with illustrations were being made and reached the present position, where now advertisements have made a different world of its own. Sound and visuals have become the heart and soul of advertisements today. Advertisements have become the part and parcel of marketing a product. The steps behind making an advertisement today are discussed in the next chapter.



figure-1

Coca-cola Advertisement-1900

Another
ADOHR TRIUMPH!

Telegrams and letters from listeners all over the United States acclaim the Adohr Opera-Of-The-Air the greatest achievement in radio history

TONIGHT
ADOHR Opera of the Air
presents

CAVALLERIA RUSTICANA

a complete full length production
with

LISA ROMA
as **SANTUZZA**

GENERO **MARIO**
BARRA **FIGRELLA**

ELEANOR WOODFORD
MILDRED LAUGHLIN PAUL TAYLOR

and a
Great Chorus and Symphony Orchestra
Entire Production Directed by
MAESTRO PIETRO CIMINI

The Opera Will Be
Preceded by a Short
Concert Featuring
Distinguished Artists



"Take ADOHR...
The Milky Way to Health"

KFFL
TONIGHT AT **8**

figure-2

Advertisement for Radio Opera-1930

Chapter-2

How Advertisements are Made

2.1 Research on Clients:

This is the first step of making an ad. The advertising industry is like a massive human body. Blood is flowing in high speed, food is coming out being digested, the heart pumping, energy is being distributed and the unwanted, unnecessary things are getting thrown away. Just like that, in the ad-industry, products are coming, new concepts for marketing are being developed, steps of production are being completed, ads are distributed, broadcast on air and bad ones are rejected. So to understand and cope with this fast forwarding industry, first one has to examine and analyze it (Mogel, 21).

As an advertising firm, one is a competitor to the other one. So by researching on the market, one has to find out what is the most 'happening' trend in the moment or in the near future. So during my work in CG world limited, I have done couple of market researches for launching new products. In this step what an ad-firm does is: find out a common and best selling product of that time and also find out a company or brand that is producing the same product; but is still to come to the market. Then the ad-firm approaches that company and proposes them a way of launching their product to the market, as well as the future plan and campaign deals for the product. This whole mapping and planning happens through the market research, so this step is crucial for an ad-agency for their survival.

When the research is conducted, several points need to be remembered. The scale of the company, how large or economically successful the company is, etc, need to be considered. What product one should target, how long that product can survive in the market—these

questions should also be addressed. What ads are presently running of that particular product also needs to be enquired. After surveying all these , one or a couple of companies are approached by the ad-firm. Then the proposal is sent off to the clients.

2.2 Writing Proposal:

Proposal is considered the first contact to the client or customer by the ad-firm. This is the first impression of the firm to the client, so it is important. A proposal consists of a couple of parts. The first part is the company profile, which includes a detailed presentation about the ad-firm. Then comes the product, where the ad-firm proposes when and how the client should launch their product, how the launching ceremony will be, how many campaigns should take place and what kind of campaigns should be there. Then some significant ideas to highlight their product in the market are provided.

During this stage an ad-firm has to have proper experience and links to pull off such tasks, as they have to include their experience and some of the previous works to impress the client. Proposal is the first assessment for the ad-firm, as the firm surveys on the client, they (the client) also survey about the firm, so staying strong to the root and skills usually bring the job to the ad-firms. During this step for the proposal coordinating with the client is important, as the points mentioned about the proposal, in every step there has to be space for clients' idea, because it is their product and they have all the rights to present it as they want. So, when will be the product launched, is it on an occasion, or on a special festival, how many gift items will be there, all these questions should be in the proposal. After presenting the proposal, the client responds depending on the performance of the ad-firm. If the client's response is positive, the ad-firm gives the go to the working bees.

2.3 Concept Building and Structure:

Concept building and structure is the base step of ad making. In this stage the concept of the advertisement is developed. How and where the ad will be shot, who will be cast etc. are decided in this stage. But before that, the agency's first step is copywriting. The copywriter has to put such pictures and words in the script so that the consumers are compelled to think of the ad (Mogel, 22). So, firstly the story is written and some concepts are developed with hints and ideas. Then those concepts circulate inside the firm and finally one or more concepts are selected for the client. The concept of the ad has to be according to the clients' requirement. Then the whole work of ad making has to be distributed among the departments.

In every concept, four things also have to be sorted out, they are: cast, dress, location, time & date. (pathan in cd)

2.3.a. cast:

Cast is basically the decision of what the characters are going to be in the ad, what they will do, what the connection between them and the product is, etc. The characters in an ad are basically the heart of the advertisement. They run the ad through their dialogues. They introduce the product, they explain details of the product and they sometimes compare the product with other similar products. It is important to note that an ad can be made without any character in it; even some pictures of the product can be good enough.

2.3.b. Dress-up:

Dress-up is actually based on the story line. All the elements of an ad are interconnected. They depend on and vary from each other. Dress-up or get-up is based on characters, where they are from, what they do, when the shoot is of the day or night, etc. The product also determines how it's character will dress-up and it varies also according to the standard of the product.

2.3.c. Location:

Location is the place where the advertisement is going to be shot,. The concepts of the ad guide the location. It has to be appropriate for presenting all the effects and necessary visuals to the presentation of the product.

2.3.d. Time & Date:

Time and date is important for the team, which is working behind the scene for making the ad. It decides when the shooting of the ad will start and how long it will take to finish. To make the budget more efficient and to maintain the working pace, this schedule is necessary. Usually a chart with detailed descriptions of what is going to happen on which day, is maintained by the team.

2.4 Storyboard Writing:

Storyboard is basically a collection of comic strips for the advertisement, of how things are going to be presented in the advertisement. In the storyboard, the characters and other elements of the advertisement are presented the way they are going to appear during the original shooting. Elements in the storyboard have to be in the exact style or location as it is going to appear in the ad. Every detail and point has to be mentioned in the storyboard. Detailed

storyboards consist of dialogues and footnotes along with camera directions. Camera direction in the storyboard is really important: from which angle the shot is going to be taken, how the camera will move during the filming, when which character will appear on screen, etc. will be in the direction of the story board (Mogel, 51). After making the storyboard it should be sanctioned by the clients (51).

2.5 Field work (Shooting):

Field work includes scouting for location, checking accessibility, availability of the materials that are going to be used in the ad making, etc. The main activity of the field work is shooting for the advertisement. First a group of scout based on the concept and story of the ad looks for a suitable location, they search areas for suitable and efficient places to shoot. During the search they have to keep in mind how many characters will be in the place, how many elements will need to be there, how and where the necessary equipment will be set, etc. the other important thing to keep in check will be the budget. They have to arrange the location within the budget,; it will be even better if they find it in less than the allotted budget for location. The next thing for them is to gather all the props for the shooting, even small things like a broom, a glass, a vase, or lamps, etc. have to be collected. Elements of costumes are also included in it. As for the location they have to take pictures and videos. Later the 3D designs are implemented on it to verify if it is ok for the concept. The graphics unit prepares a 3D design based on the location and puts all the elements in it, which helps to see if the selected place is 'okay' for the real shooting. Then the whole shooting crew with all the characters and props move to the location and start shooting according to the schedule. Shooting is the most difficult step of all the works an ad-firm needs to do perhaps. During shooting, weather, availability of equipment, man power,

skilled workers; everything has to be perfect. Otherwise one particular element can destroy the whole work. They are all interconnected.

Chapter-3

Editing

The most important part of ad-making after shooting and field work is editing. Editing is the processing of raw videos and sound. There are two segments of editing: one is video rendering and the other is audio rendering (Mogel, 51, 52). After shooting the raw footage of each day, they are gathered and sorted for rough editing, which is called *work print* (56). Then this 'edited version' again goes for re-editing to be rendered with sound; this is called *answer print* (56). After the final edition, we get the release print, which are the reels of the final commercial (56).

3.1 Video Rendering:

Editing is also referred to as rendering .Video rendering is basically the sum-up of all the videos and by joining them producing a complete video according to the concept with a storyline. During shooting, because of different consequences, the acting might change and later on, during rendering that also gets round up and get furnished. So during video rendering, certain things are edited and merged; they are: color correction, graphic design, animation.

3.1.a Color Correction:

When an advertisement is shot, the color of the location or the actors' look or even the product can look different because of weather and different environments. So later, when on the editing table, usually the color of the video needs to be up to the mark. This also depends on the camera that has been used for the shooting. Most of the time color correction is necessary. But

there are some products, to present them beautifully or make them glamorous, the colors have to be enhanced and corrected. But in general, the better the camera or camera work is, lesser the color correction is.

3.1.b Graphics Design:

Now-a-days, graphics design is an essential part of nearly every advertisement. The style of advertisement in the previous decades was flatly based on simple slides of products. But then comes video formatting with sound and after that the use of different effects with jingles. Today ads are all about visual effects. How the products are going to be introduced on screen with which effect, will it blink or smoke or splash out of or fall from sky, everything is done through the use of graphics. Graphics design is basically, using softwares to create effects and designs or structures with and in the advertisements. All these works are also done in the video rendering section.

3.1. c Animation:

Animatronics introduced a new era for the film and advertisement industry. Animatronics is actually a structure or shape or object, which can move and to some extent produce sound. Introduction of animatronics created a vast opportunity in the advertising field. With the use of it, what happens is, in the advertisement video, different fictional characters are introduced; they can talk, walk or even can dance. The product can be introduced by them or the product itself can be animated. So during this step of advertisement making, one or more different types of animations are added in the original video if it is necessary. Now-a-days, some ads are made totally based on animation; for example candy, baby products, milk and much more. Today nearly in each and every advertisement animation plays an important role.

3.2 Audio Rendering:

Audio rendering is basically editing or adding sound to the advertisement. In audio rendering, firstly sounds that are with the video are cut out and checked for usability, because of different surrounding noises and voices most of them are used in the final advertisement. Later, according to the act, sounds are recorded in a soundproof studio and added to the video. This audio rendering is done in a couple of stages.

3.2.a Video Footage Dubbing:

Video footage dubbing is one of the most important sounds added to the advertisement. What happens in video footage dubbing is; actors deliver voices in a soundproof studio according to the actual scene and dialogues. To make this process perfect, they watch the video and speak accordingly. Then the voices are added to the video.

3.2.b Background Music:

Background music is crucial for any ad. For an advertisement, background music sets the mood. To change the environment and attract the viewers, it is important. In this step, according to the advertisement, a suitable background music or song is added. Sometimes music is created to provide with the advertisement. Using a sensible music with the product is must. Because, sometimes because of the music or that famous song or even certain rhythm can make the consumers like it. Adding the music to the advertisement is not critical, but finding or producing a suitable music is critical, otherwise pretty good visuals can be fall flat for the lack of good music.

3.2.c Background Voice:

In an advertisement, background voice is generally provided to introduce the viewers with the product. It is important to know that a background voice may be or may not be a character in the advertisement. Sometimes background voices tell a story or ask questions. There can be one or more background voices also. So, according to the ad one or more background voices are recorded in a soundproof studio and then added to the advertisement. It is noticeable that sometimes famous voices of celebrities or even dialogues are used in the background to emphasize the advertisement, and buyers seem to get attracted by that.

3.3 Merging (Master Rendering):

Merging or master rendering is basically the step of mixing the video and the sound together. The raw footage of shooting and the sounds that are recorded in the studio are combined in this step. After the individual and simultaneous processes of video and audio rendering, for the first time video and audio is merged in this step. This whole process is done in a specialized studio, where best quality audio and video editing machines are available.

3.4 Confirmation:

Confirmation from the client is very important for an advertisement. The reason of making an advertisement is to do marketing of certain products, so the producer has to have what they want in that advertisement. After creating the concept and making the advertisement, final confirmation comes from the client. Basically Clients choose whether the advertisement will go for broadcasting or there will be more editing or adding. This post-production segment even contains re-shooting of the advertisement. On the basis of Bangladeshi advertisement industry,

mostly minor correction, such as sound re-editing, changing graphic designs, text correction etc. are done in the confirmation stage.

3.5 Air Proposal:

Air proposal is the process of figuring out when and how long the ad will be broadcast on television. The most important thing in air proposal is which television channels are going to broadcast the advertisement. Detailed time and date schedules are included in the air proposal. Air proposal is also constructed according to the demand of the client. The payment for the broadcast depends on the client. There are different payment structures for different channels, though there is a government issued payment structure, depending on the popularity of the channel and product it can be varied. Generally, advertisement firms have links with the TV channels; as a result they keep a schedule chart for broadcasting. But on demand, they can produce different schedules for the client. So, primarily an advertising firm creates a chart where they include names of the channels and then the time limit from which month or year to year it will be broadcast, how the payment structure will be and if there is more than one advertisement, when and how they will be broadcast. These broadcasting processes are followed from the beginning when the planning of ad making starts up to the end, when the commercials are 'aired' (Mogel, 52)

3.6 Long-term Networking:

After broadcasting the commercials, the agency should keep the follow up of the ads; how many times and in which channels the ads are being broadcast should be kept track of. The agency should also be in contact with the clients to know whether the clients are satisfied with the performance and timing of the commercial or not. As Mogel has mentioned in his book, “If a TV commercial doesn’t run as scheduled, the agency must be aware of it and request new showings.” (23,) This is an important job of the agency after finishing the work of ad making, because this continuation of communication helps the agency to build up long-term networking with clients. Moreover, if the agency can convince the existing client, it can help to get more new clients. Thus the agency gets some loyal clients from long-term networking.

Chapter-4

Conclusion

Advertisements help to create a relationship between consumers, manufacturer and ad-makers. Television advertisements are the most effective way to get in touch with the consumers about any product or service.

I have learned a lot from my internship experience. I saw that success of the advertising of any product or service depends on the making process of it. So, proper making of an advertisement is very important in this sector.

The system may be more developed or changed in the future as this is the place of new ideas and invention; but the steps will be the same. In addition, the advertising agencies should have more experienced and professional people to run the agency and to monitor the whole process of making ads.

My suggestion for ad-agencies is that the clients should be made a part of the entire process, as they remain concerned throughout. If the agencies take opinions of the clients in every step and maintain long term networking, the productivity will increase, as well as understanding between the two parties.

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Appendix -1

টিভিসি: এন মোহাম্মদ বোর্ড

ব্যাপ্তি: ৪০ সেকেন্ড

Visual	Audio
<p>“যেখানে দেখিবে ছাই, উড়াইয়া দেখ ভাই, পাইলেও পাইতে পারো অমূল্য রতন।”</p> <p>প্ল্যাকার্ড নিয়ে দাঁড়িয়ে আছে দুইজন ব্রিটিশ লুক এর গার্ড শো রুম এর সামনে। মিঃ রহিম ও তার স্ত্রী রেহানা বেগম প্ল্যাকার্ড দেখে শো রুম এর ভেতরে প্রবেশ করেন।</p>	
<p>ক্যাশ কাউন্টারে একটা ১০-১২ বছরের বাচ্চাকে বসে থাকতে দেখে তারা অবাক হন, শো রুম থেকে বেড় হয়ে যেতে থাকেন।</p>	
<p>বাচ্চা উঠে দাঁড়ায়।</p>	<p>বাচ্চা: চলে যাচ্ছেন কেন?</p>
<p>রহিম সাহেব ঘুরে তাকান।</p>	<p>মিঃ রহিম: কি অমূল্য রতন আছে তোমার মানে আপনাদের দোকানে?</p>
<p>বাচ্চা সামনে এগিয়ে আসে, ডিসপ্লে থেকে একটা বোর্ড টান দিয়ে বেড় করতে করতে বলেঃ</p>	<p>বাচ্চা: দেশের সপ্তম আশ্চর্যের এক আশ্চর্য! এন মোহাম্মদ উড পল্লাস্টিক কম্পোজিট বোর্ড।</p>
<p>রেহানা হাসেন।</p>	<p>রেহানা বেগম: এতে আশ্চর্যের কি আছে!</p>
<p>শো রুম এর মাঝে রাখা সোফার দিকে দেখিয়ে, সেন্টার টেবিলে একটা গাছ রাখা, যে গাছে আম ও কাঁঠাল ধরে আছে। রহিম সাহেব ও রেহানা বসতে বসতে বাচ্চার কথা শোনেন। রেহানা মাথা নাড়েন।</p>	<p>বাচ্চা: বসুন, এর আগে কখনো আম আর কাঁঠাল একই গাছে ধরতে দেখেছেন?</p>

<p>রহিম সাহেব ও রেহানা একসাথে মাথা নাড়েন। বাচ্চা কথা বলতে বলতে একটা দরজা খুলে ভেতরে ঢুকে যায়।</p>	<p>বাচ্চা: দেখেন নি। হে হে। ঠিক সেরকম এর আগে কখনো কাঠ আর পল্লাস্টিক একসাথে মিলতে দেখেছেন?</p>
<p>আর একটা দরজা খুলে একজন স্মার্ট সালস ম্যান দোয়ার ভেতর থেকে বেড়িয়ে আসে।</p>	<p>স্মার্ট সেলস ম্যান: কাঠ আর পল্লাস্টিকের মিলিত গুণাগুণ নিয়ে এন মোহাম্মদ বাংলাদেশে প্রথম নিয়ে এসেছে উড পল্লাস্টিক কম্পোজিট বোর্ড।</p>
<p>আমরা কারখানার ভেতরে চলে যাব,</p>	<p>কাঠের মতো অভিজাত, দীর্ঘস্থায়ী, আবার পল্লাস্টিকের মতো আধুনিক কারমকাজ করা নন্দিত ডিজাইন। সম্পূর্ণ পরিবেশ বান্ধব।</p>
<p>চৎড়ফঁপঃ রিহফড়ি</p>	<p>অফিস, কারখানা বা বাড়ির জন্য কিচেন/অফিস কেবিনেট, টেবিল, সিঁড়ি, দরজা, সিলিং, ওয়াড্রবসহ যাবতীয় আসবাবপত্র তৈরি করতে পারবেন এই বোর্ড দিয়ে। বাজারে আরো অনেক বোর্ড পাবেন, কিন্তু এন মোহাম্মদ উড পল্লাস্টিক কম্পোজিট বোর্ড সবার চেয়ে আলাদা, সবার সেরা।</p>
<p>কাট টু। মিঃ রহিম ও রেহানা বেগম খুশি মনে উড পল্লাস্টিক কম্পোজিট বোর্ড নিয়ে বাড়ি যাচ্ছে। হাতে প্ল্যাকার্ড “এর আগে কখনো আম আর কাঁঠাল একই গাছে ধরতে দেখেছেন?”</p>	
<p>ট্যাগ লাইন: এন মোহাম্মদ উড পল্লাস্টিক কম্পোজিট বোর্ড। প্রকৃতি ও প্রযুক্তির মিলিত বন্ধন।</p>	

টিভিসি: এন মোহাম্মদ উড প্লাস্টিক কম্পোজিট ডোর

ব্যাপ্তি: ৪০ সেকেন্ড

এজেন্সি: সিজি ওয়ার্ল্ড

(ক্রিনের একপাশে লাইট পড়ে। একটা কাঠের দরজা জুড়ে দাঁড়িয়ে আছে বডি বিল্ডার এক লোক।)

লোক: এই যে দেখেন কাঠের দরজা। দেখতে ভাল, অভিজাত, কারমকাজ করা।

(এমন সময় ক্রিনের অন্যপাশে লাইট জ্বলে ওঠে। সেখানে একটা প্লাস্টিকের দরজা জুড়ে দাঁড়িয়ে আছে হেভি ডিজ্যুস পোশাক পরা এক তরমুগ।)

তরমুগ: হে হে... কাঠের দরজায় তো ঘুণ ধরে, রোদ-বৃষ্টিতে নষ্ট হয়ে যায়। বারবার পাল্টানোরও ঝামেলা। তার চেয়ে প্লাস্টিকের দরজাই ভাল। ঘুণের ভয় নাই। পানি লাগলে নষ্ট হয় না।

লোক: তাহলে আমিও বলি? প্লাস্টিকের দরজা পরিবেশের জন্য ঙ্গতিকর। স্কু খুলে টিলা হয়ে দুর্ঘটনা ঘটে। আভিজাত্যের দিক দিয়েও পিছিয়ে।

তরমুগ: না না প্লাস্টিকের দরজাই ভাল।

লোক: না, কাঠের দরজা।

তরমুগ: না, প্লাস্টিকের দরজা।

লোক: কাঠের দরজা

তরমণ: পল্লাস্টিকের দরজা ।

(তারা দুইজন দ্রুত তালে ঝগড়া করতে থাকে । তখন উপর থেকে ধুম করে স্ক্রিনের মাঝখানে একটা দরজা পড়েই ফিক্সড হয়ে যায় । দরজা জুড়ে দাঁড়িয়ে থাকে খুবই স্মার্ট একজন লোক । স্ক্রিনের দুইপাশে কাঠ ও পল্লাস্টিকের দরজাওয়ালা চেপে লম্বাটে হয়ে যায় । তাদের দরজায় অল্প আলো থাকে ।)

স্মার্ট লোক: আর যদি কাঠ আর পল্লাস্টিক দুইটার সুবিধাই একসাথে পাওয়া যায়?

লোক ও তরমণ (একসাথে বলে): মানে?

স্মার্ট লোক (তার দরজা দেখিয়ে বলে): উড পল্লাস্টিক কম্পোজিট ডোর । শক্ত, মজবুত, টেকে অনেক দিন । সাশ্রয়ী দামে নানা রঙে বৈচিত্র্যময় । সহজে খোলা ও বন্ধ করা যায় । এয়ারটাইট, সাউন্ডপ্রুফ, হিটপ্রুফ । পানি লাগলে নষ্ট হয় না । সম্পূর্ণ পরিবেশ বান্ধব । তাই কাঠ আর পল্লাস্টিকের দিন শেষ ।

(সাথে সাথে কাঠ আর পল্লাস্টিকের দরজাওয়ালারা দরজাসহ উধাও হয়ে যায় । পুরোটা স্ক্রিন জুড়ে তখন উড পল্লাস্টিক কম্পোজিট ডোর ।)

ভয়েস ওভার: বাংলাদেশে এই প্রথম কাঠ এবং পল্লাস্টিকের মিলিত গুণাগুণ নিয়ে এন মোহাম্মদ বাজারে নিয়ে এলো এন মোহাম্মদ উড পল্লাস্টিক কম্পোজিট ডোর । এন মোহাম্মদ উড পল্লাস্টিক কম্পোজিট ডোর । প্রকৃতি ও প্রযুক্তির মিলিত বন্ধন ।