

KONZEPT- ARBEITEN

Vibes from outer space!



RADIO
KOMET

Zeitplan

1. Kurstag – Montag:

- Marketingkonzept fertigstellen

2. Kurstag – Dienstag:

- Konzepte fertigstellen

3. Kurstag – Mittwoch:

- Werbefilm

4. Kurstag – Montag:

- Werbefilm
- Plakat

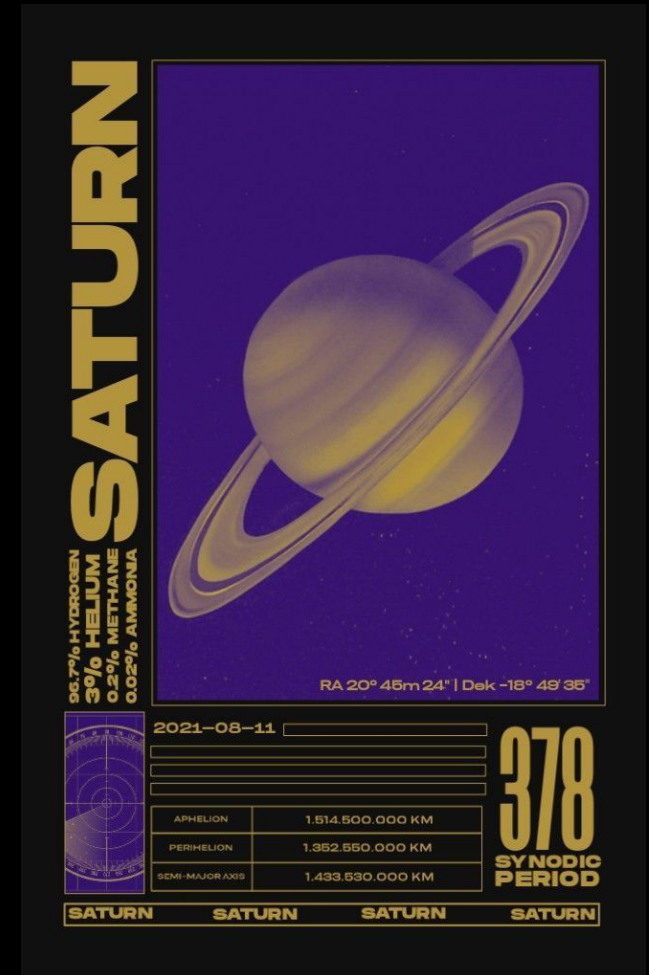
5. Kurstag – Dienstag:

- Landingpage



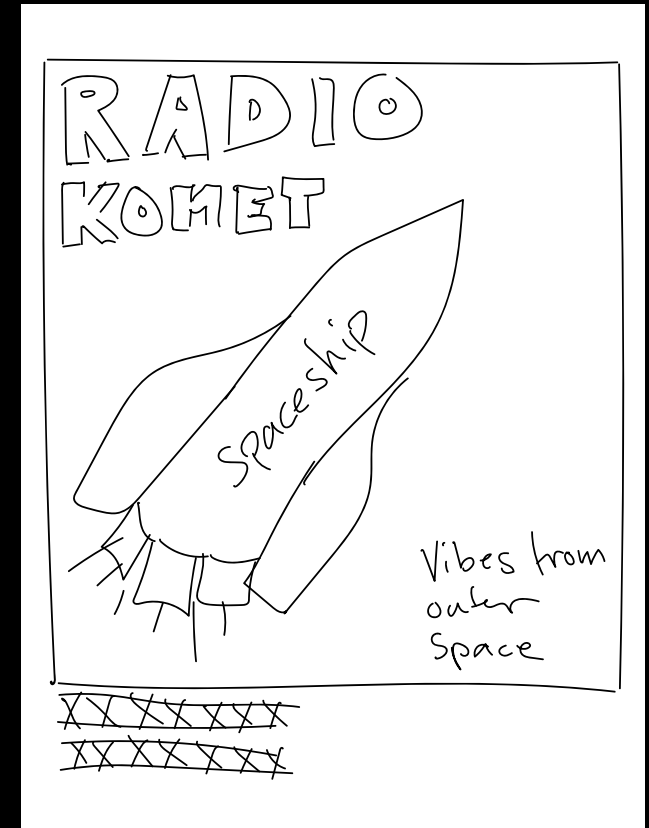
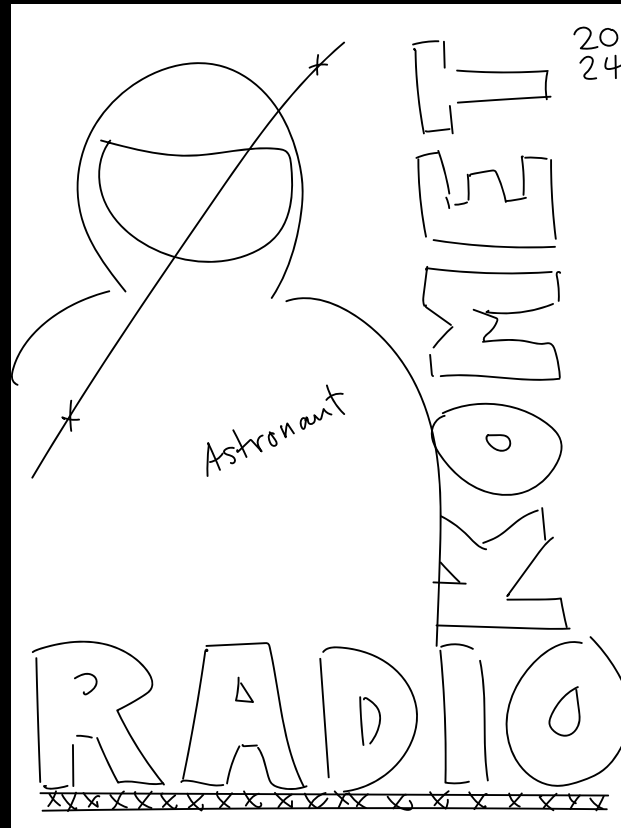
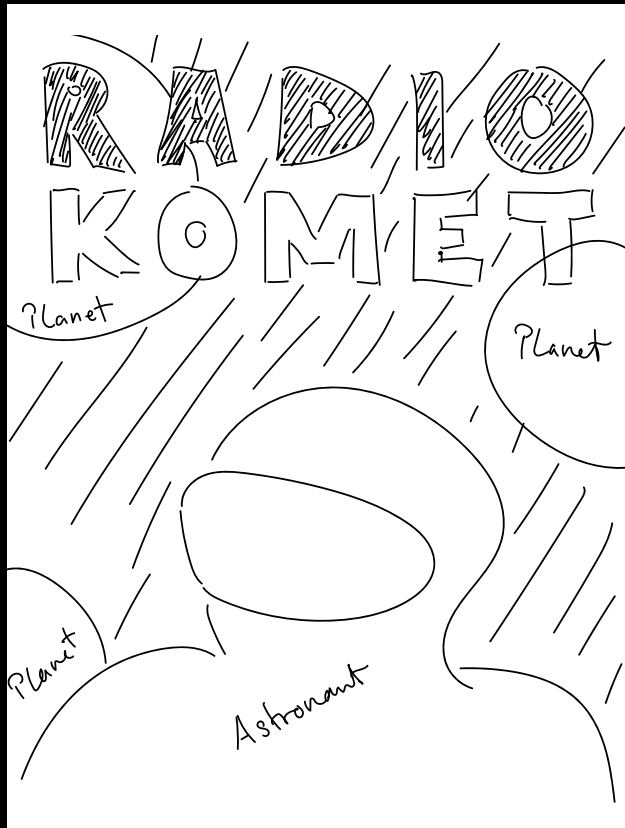
Moodboard

Poster



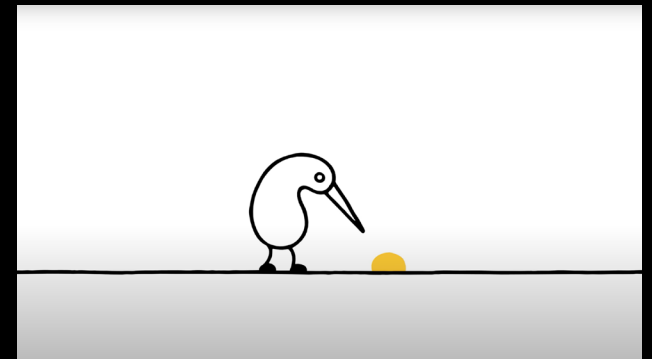
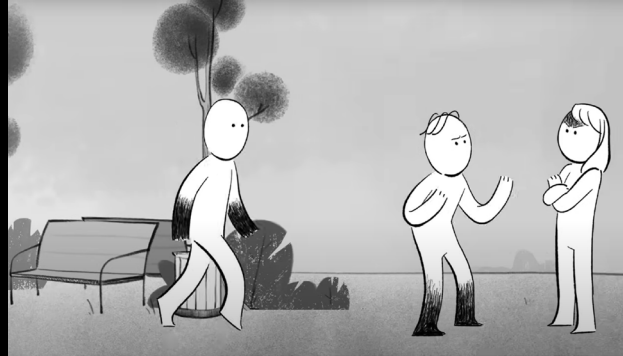
Layout

Poster



Moodboard

Werbefilm



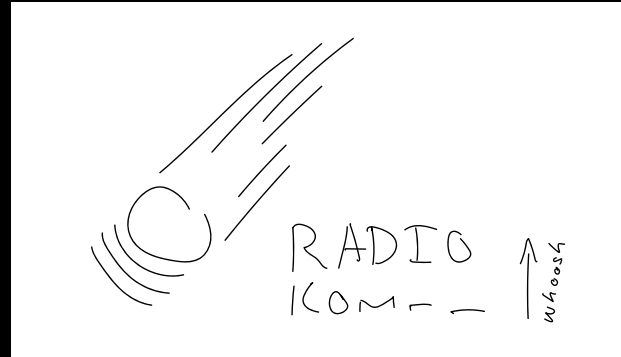
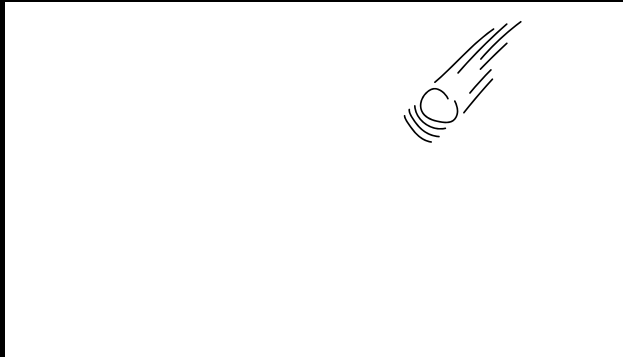
Storyboard

Werbefilm



Take 1

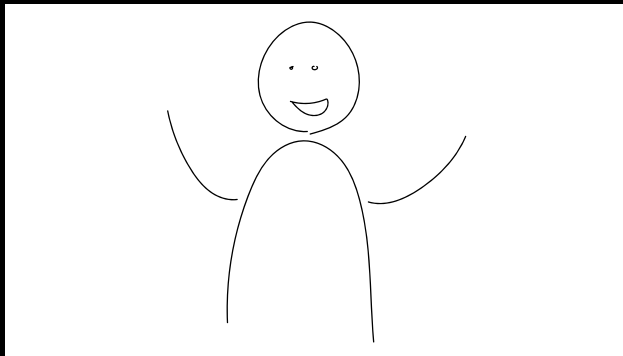
10 Sek



- Komet wird grösser und bildet Komet vom Logo
- Logoname wird eingeblendet

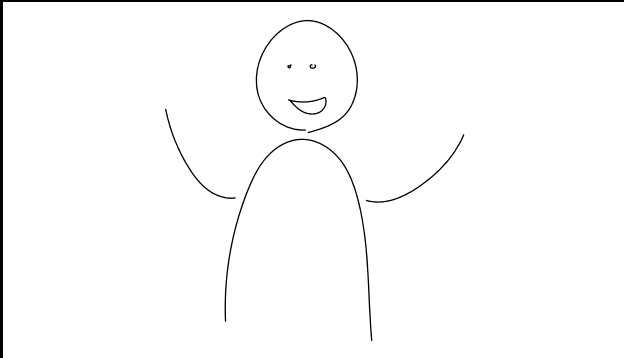
Take 2

11 Sek

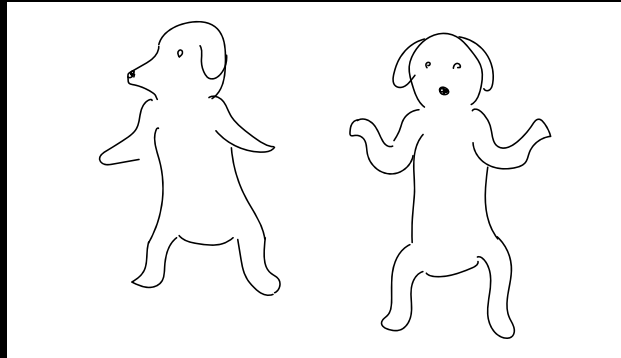


- Moderatorin fängt an zu reden

Take 3

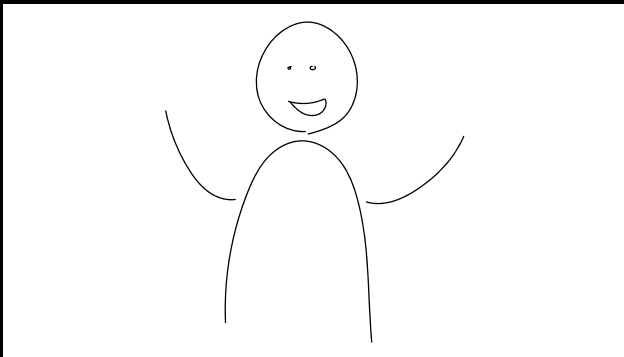


6 Sek

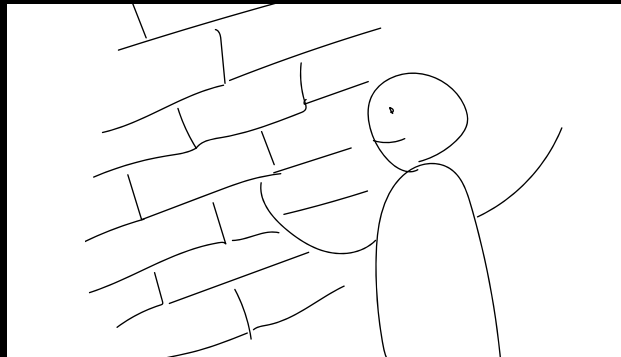


- Voiceover Moderatorin
- 2 Hunde aus Barbie, die zur Musik tanzen

Take 4

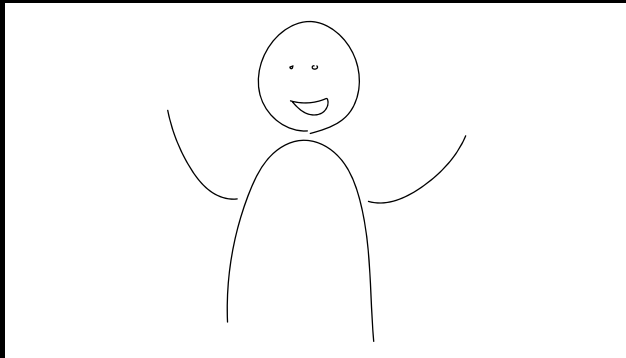


5 Sek

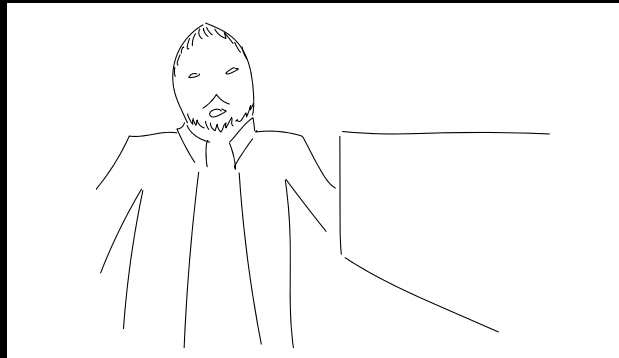


- Voiceover Moderatorin
- 2 Hunde aus Barbie, die zur Musik tanzen

Take 5

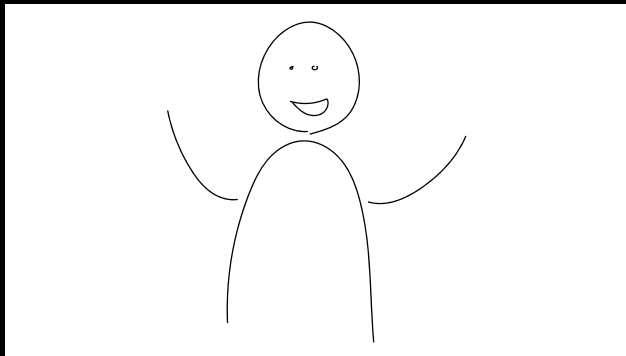


5 Sek

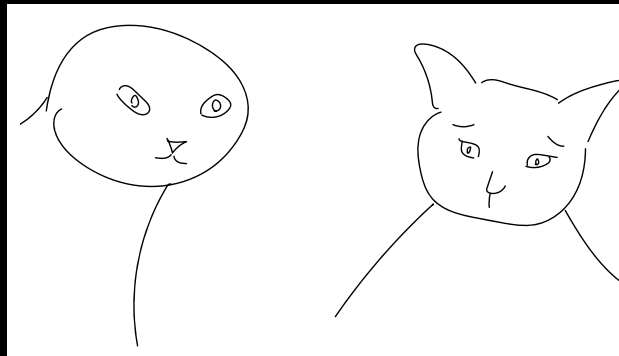


- Voiceover Moderatorin
- «Fast explaining guy» Video wird eingeblendet

Take 6

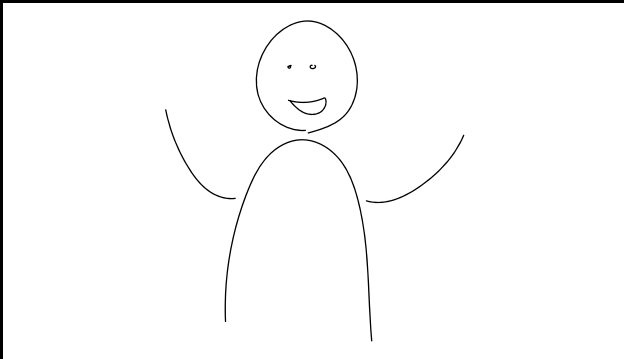


5 Sek



- Voiceover Moderatorin
- 2 Katzen, die miauen, werden eingeblendet

Take 7

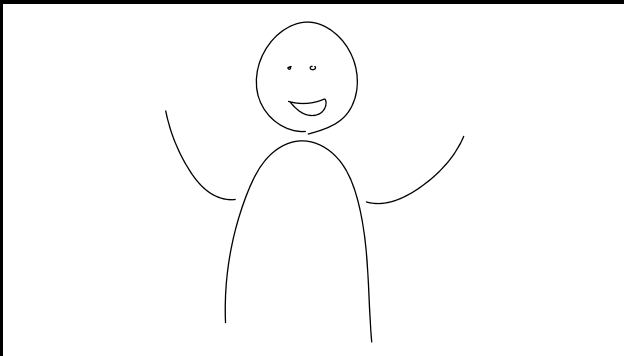


4 Sek



- Voiceover Moderatorin
- Katze, die verhaftet wird, wird eingeblendet

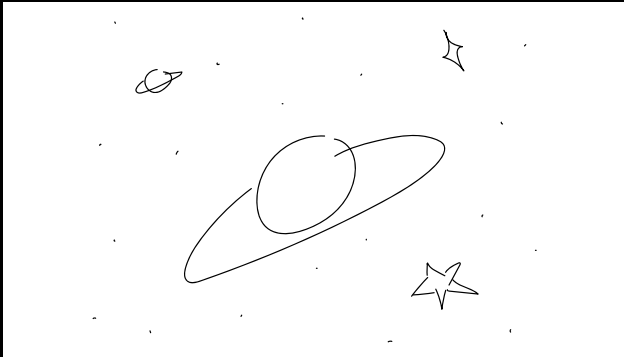
Take 8



4 Sek

- Voiceover Moderatorin
- Moderatorin redet weiter

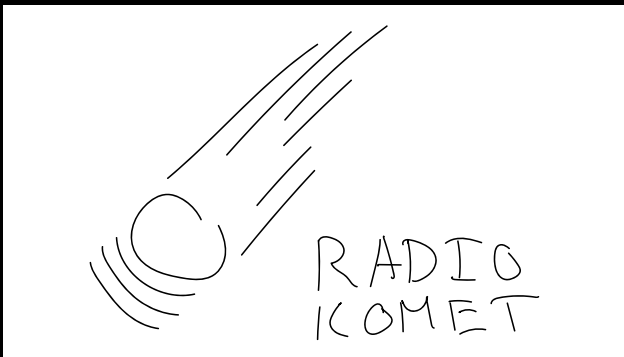
Take 9



6 Sek

- Voiceover Moderatorin
- Bild vom Weltall wird eingeblendet
- Bild wird schwarz

Take 10

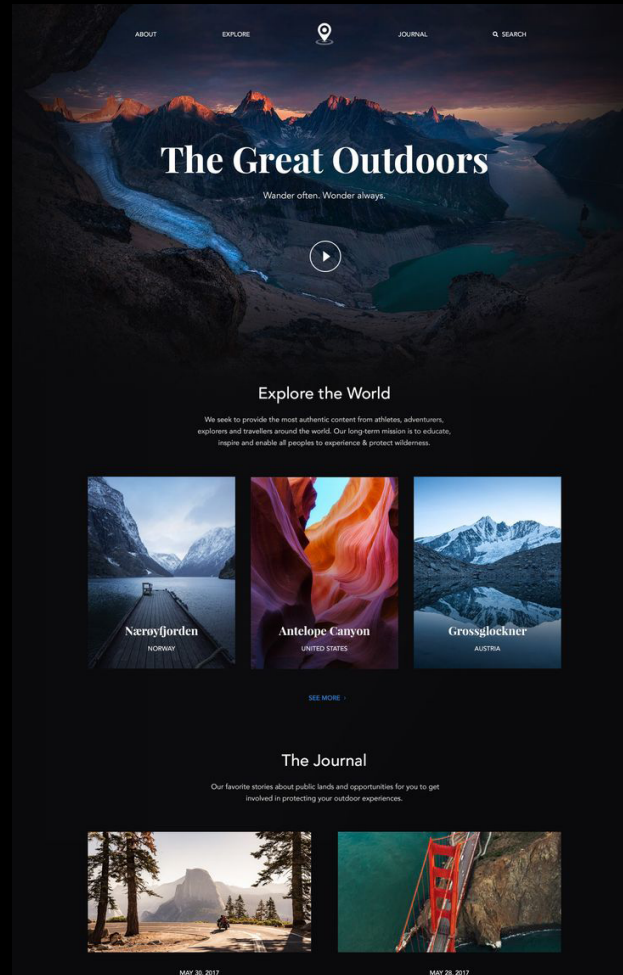
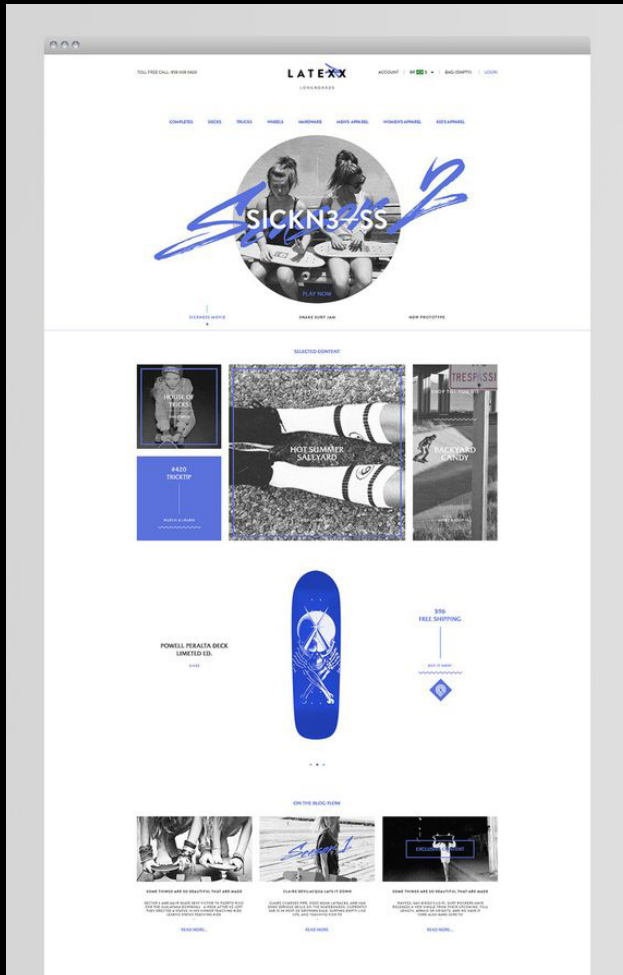


7 Sek

- Text verschwindet
- Komet fliegt aus dem Bildschirm

Moodboard

Landingpage



Layout

Landingpage

