

Advertisement Treatment

Title: Movie Tea

Synopsis:

Fyfe Tea Company wishes to establish their brand new line of teas aimed at 18-34 year olds.

Style/techniques:

Bold, Adventurous, Vivid Artwork

Full page 'advert'

Target Audience:

As per *Bauer Publishing's 'Empire Magazine'* audience: "male and aged 18-40, employed, in a relationship (although not necessarily married), university education and time poor."

Please see *Article Treatment* for more information.¹

Fyfe Tea Company are targeting '18-34' year olds – firmly the majority and primary audience of *Empire Magazine*, we will need to conduct some supporting research – to promote the tea, as well as establishing the cross sectional nature of the audience – to make sure that *Empire Magazine's* primarily male audience are *likely* to be tea drinkers and what flavours would be most popular amongst that audience.

Purpose:

The advertisement must convince young adults to buy either the 'brew' range of flavoured teas or the 'on-the-go' range of flavoured 'Ice-Tea'.

Stance:

Promotion of a specific tea brand and it's two-ranges of flavoured hot and cold teas to 18-34 year olds as the perfect drink to accompany blockbuster movies this year.

Budget: £120.00 (market standard freelance article fee)

Deadline: 20th November 2020 in time for December's Edition

¹ <https://www.bauermedia.co.uk/uploads/empire.pdf>, page 3