

## *Welcome*

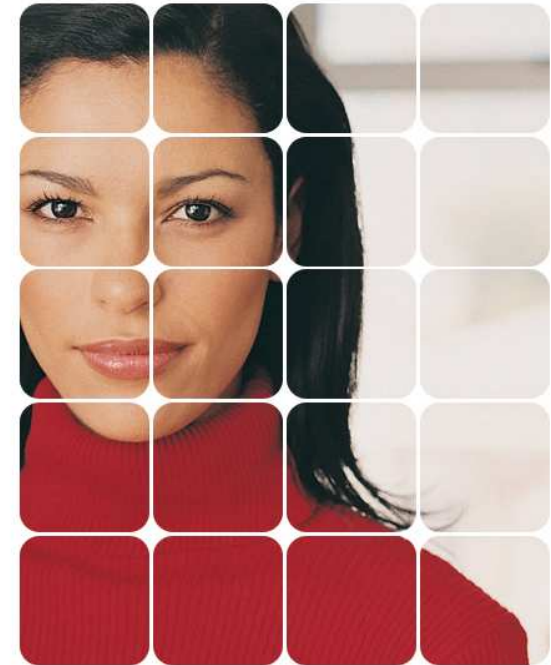
The aim of the Commercial Media Package is to give your company the opportunity to utilise multi-platform technology and revolutionise how they a) supply information to their students and b) advertise themselves to the wider world. The Commercial Media Package offers a multitude of options - from the established mediums of TV and Cinema advertising to more modern options such as web commercials and cross platform promotional DVDs that can combine the benefits of an ad campaign and a brochure launch.

Each idea is designed to highlight and focus on an individual aspect of your business's advertising, outlining individual benefits in a direct and attractive manner. Many products on show here have been specially designed by JTA Media; therefore you can be confident in receiving a fresh innovative idea.

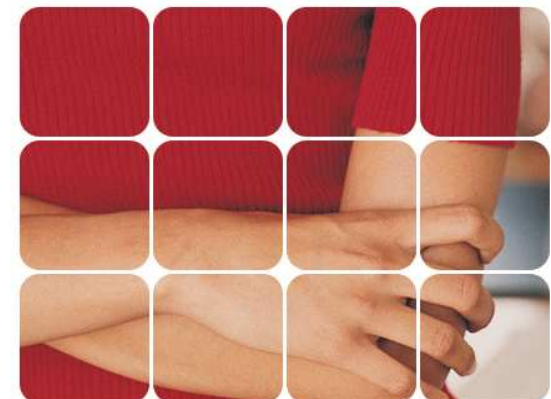
The benefits of adopting the media package are potentially huge – a key advantage will be in how this new technology can advertise your business to prospective clients. In a media age where people will watch rather than read, an increasing amount of companies are utilising video to speak directly to the people they want, it's a faster, more efficient method of supplying information. Therefore we present to you our media package, I hope you find the proposal useful and thought provoking. If you have any further questions then please do not hesitate to contact me for further information.

John Watts

Managing Director, JTA Media.



## *Commercial Media Package*



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## Web Commercials

A Web Commercial isn't just a TV Commercial for the web but a separate type of advertising. Think about a TV commercial that allows you 30 seconds to put across what you want to say and then you can imagine the benefits of placing commercials on the web.

There are two basic types of Web Commercial; the first is a commercial that advertises your company as a whole and the second is one that advertises a specific service or product.

### Company Commercial

The design and purpose of a Web Commercial for your company is to be an overall greeting, a front cover to the rest of the media content on your website. Therefore it needs to embody the essence of your company, it needs to be a clip that states that your business has something to offer prospective clients, something that highlights excitement, gravitas or whatever it is that *you* want to say about *your* company. Crucially, it should make the viewing client feel that your company is the one for them.



### Product/Service Commercial

For advertising an individual product or service the same kind of principal will apply. This Web Commercial will be a more in-depth look into what your products or services do, though unlike TV advertising you will have the time to say and show what you want.

The images that will be contained within the web commercial will be ultimately decided upon by yourselves, though we would recommend simple short clips of your company's services and/or products being used. The strength lies in the film being a straightforward sequence of images that convey the wealth of opportunity available to those who use your services or buy your products. Of course, you don't have to follow this example as the finished commercial can be in any style that you desire.

## Web Integration

Once the commercial has been edited and any motion graphics added the finished project will be encoded in the highest quality into a Flash video format. We will consult with your webmaster to see what size they would like the finished video to be. This Flash video can then be placed anywhere on your website, though when a web commercial is executed well it is often the perfect greeting to your prospective student, creating a priceless first impression.

## The Benefits

- Welcomes established clients and potential customers to your website.
- It catches the viewer's attention and generates interest in your company.
- It succinctly illustrates the advantages and benefits of your company.
- Web Commercials are an extremely cost effective way of advertising

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## Website Options

As well as the variety of filming possibilities we offer, our talented web designers and coders can not only integrate all our videos into your existing website but also create stylish new websites and micro-sites to further improve your company's image.

For some the approach to web design can be frustrating, that's why at JTA we have developed a key step by step process to make sure your web journey is an easy and painless one. As you will know reputation is paramount in business, that's why utilising modern website technologies to promote your business is vital to bringing you closer to current and potential customers. With an almost limitless amount of different designs and techniques, we ensure your website's image is right for you and that your message is heard.

Our online resources not only incorporate your message as a business but also comply with SEO criteria. With a proven track record in web design and application development for multinational clients we know at JTA what works and what doesn't.



## Website Homepage / Banner

The premise of the Interactive Website Homepage revolves around the concept of all the interactive links to your company being placed within the confines of a montage image, an image that uses symbols from your company profile and identity to create a moving picture. Alternatively, instead of being used as your main homepage this idea can also be used as an Interactive Banner which you can integrate into your website.

Our proposal is to create one of these pictures for you, an image that will contain graphics relating to your company, images that relate to who you are and what you do. These images will also have movement and sound added to create a more stimulating experience.

The user is then able to roll their mouse across the picture, as it rolls over each subject area (for example, a telephone for contact page) the image becomes a hotspot that when clicked on will dissolve into the relevant section for that subject

## The Benefits

- Highlights the modern accessible atmosphere of your company
- Streamlines your website for efficiency
- Creates an image that prospective customers will remember
- Separates your business from the competition



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## The Promotional DVD

Like the Web Commercial, this product is designed to briefly but effectually showcase your company's products and services to prospective clients. Though for The Promotional DVD the length of the commercial can be extended if required. The Promotional DVD can be utilised as a promotional package to send out to potential clients or used at industry events to showcase your business to interested parties.

However, the key difference from the web commercial is the amount of added extras that can be created for The Promotional DVD. A host of items that can mean your DVD is not just an advertising tool but also a brochure for your products and a means to create a more personal approach to current and prospective clients.



### What could be Included?

The information contained on the DVD can include:

- Your standard web commercial/s or special extended versions.
- A .pdf formatted brochure of your products and/or services that can be easily printed out.
- Video interviews with satisfied clients
- Added Information about your company and its history and achievements
- A video greeting for the Managing Director or company spokesperson.

### What will it look like?

For the DVD we will be able to supply strong textual information in an engaging and accessible manner through the use of motion menus. The motion menu will be an attractive moving menu akin to that of a feature film DVD. We believe this will be important in ensuring that your customers will enjoy browsing through the information.

For final touches the DVD can be duplicated and packaged with high quality gloss printing and a design made in conjunction with yourselves. The Promotional DVD is a useful tool for businesses and an ideal accompaniment for any future advertising campaign.

### Benefits

- Creates an accessible means for your potential customers to view your services and products.
- Combines the effectiveness of an advertising campaign with practicality of a product brochure.
- Makes the business/client process more streamlined and efficient.

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## TV & Cinema Advertising

Still the most high-profile means of advertising, TV & Cinema Commercials aren't for everyone but for those who do have the resources, it represents the most prestigious way of accessing your target audience. A TV or Cinema Commercial can reach a mass-audience including individuals who are still uncertain about your services/products, or if you are a new or evolving company, those viewers who may not have heard of you at all.

JTA Media will cover every aspect of your TV Commercial:

- Storyboards and scripts of the initial ideas can be created to make sure we are producing what you want to your exact specifications.
- Your chosen idea will then be filmed by our team of talented and award winning personnel.



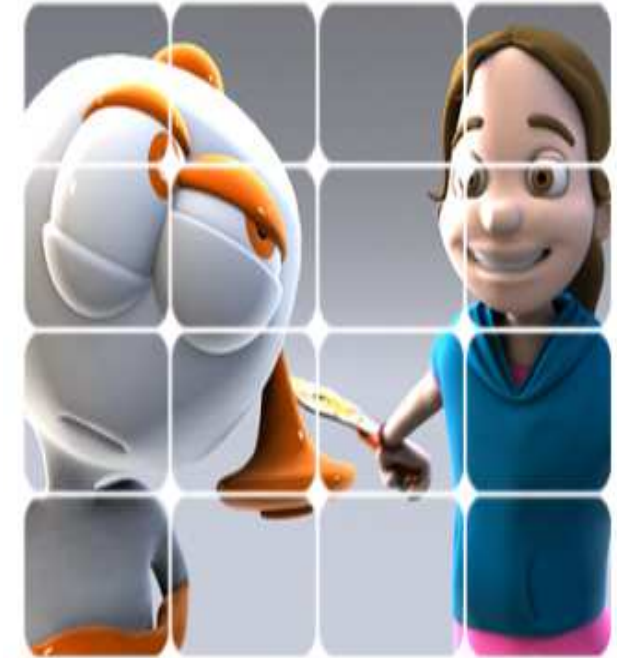
- Our in-house editing, grading and special effects mean that we can undertake the post-production of your advert for a fraction of the usual cost.
- After the advert is finished we will arrange for it to be approved by Clearcast (so it can be legally shown on TV) as well as organising the purchase of air-time for your desired TV stations.

## Virals

Media audiences are diversifying and watching new forms of advertising, with the internet the forefront of this revolution.

Viral emails (usually in the form of a short comic sketch) work by 'virtual word of mouth'; people watch the viral, enjoy it and then email it to a friend. This creates an ongoing cycle where your company's brand awareness is enhanced without having to spend extra on air-time or print space.

JTA will create, film and edit your viral film as well taking care of any technological aspects, such as placing your advert on the internet.



## The Benefits

- Our in-house facilities enable us to produce at a fraction of the normal cost while still maintaining the highest of quality.
- Whether it's nationwide or local, animation or live action JTA Media have a proven track record in creating successful commercials.

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## Presentation Launches

If your company is holding an event to launch a product then the extra impact of using video may be for you. When it comes to putting your point across to a crowd full of potential customers, video will achieve it far more effectively and with more style than merely someone on stage speaking from notes. JTA can offer a broad range of films to suit the kind of Presentation Launch you are giving. Options we can provide are...

A visual back drop to a speech using video and motion graphics as background to a speaker.

These motion graphic visuals can also work as part of an effective interactive presentation

As film can be used in the place of a speech, you could use a stand alone video that will showcase the product you are launching



A 3D presentation film that uses revolutionary technology can really catch the eye, ensuring that the audience has a stunning experience with or without wearing the 3D spectacles.

Additionally, if you want any DVDs made of the presentation speech so that clients and prospective customers can take a memento away from the event then JTA can provide this service for you too.

### Event Filming

Alternatively if you would like your launch event filmed then JTA can professionally shoot and edit a film which can be displayed on your website, sent to clients or just archived for prosperity.

**Filmed and animated work for proposals** – Companies survive and prosper if they adapt and change, molding themselves to fit into their highly competitive marketplace. Most businesses are planning for the future and creating growth strategies with ambitious objectives, if you have such plans in place why not bring these ideas to life with a short demonstration film. The film can contain live action, graphics & animation and will be designed solely to give your plans a stylish and elegant look that matches your vision.

## The Benefits

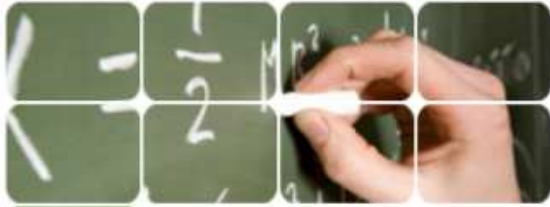
- Creates a valuable positive image to current and potential clients
- Effectively supplies information in a vivid and engaging style
- Turns a presentation into an event that will be remembered.



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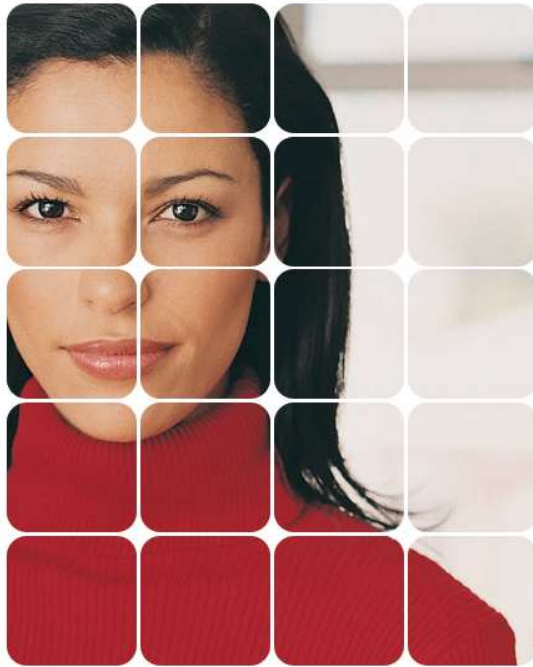
## A Bit About Us

JTA Media's continued success and loyal client base is down to the way in which we structure our operations. One of our great strengths is in how technologically savvy our staff are, we do not just turn up, shoot and hand over an edited film, we take great care and attention in making sure the world of web, interactive DVD and flash animation is utilised to ensure your product is ready, integrated and up to date with the fast moving media world.

We use in-house crew and facilities, the utilisation of which enables us to make the most of your money and keep costs down. Our experienced staff are highly qualified and have produced everything from web videos to nationwide TV adverts, whilst our editing and filming equipment is of feature-film quality. We always ensure that our output is of a TV broadcast standard, we don't cut corners and we certainly don't put up with amateurish work.

When we begin a project what we always take great pride in is how well we collaborate with our clients, going to great lengths to guide them through the process, welcoming their input and views on any matter whether it's big or small. We currently work with large advertising agencies, any of whom can testify to our quality, commitment and compatibility.

With this media project we are bursting with innovative ideas on how to showcase your company and its products and services. We strive to make our ideas unique and exciting, for example our proposal of creating an interactive website based on your company's image and 3D presentations that will impress potential clients. In fact everything we make will be imbued with a stylish, cinematic feel that catches the viewer's attention.



## Contact Details

Thank you for reading through our proposal, we hope that there was something there that caught your eye.

JTA Media can provide all the services you need professionally, stylishly and at competitive pricing. If you would like to talk to us about the Commercial Media Package or certain aspects of it then please feel free to contact us.

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## Commercial Media Package

