

Promo's ideas

1. Nike football advert

Because it uses visual transformations from the kid to a footballer.

<https://www.youtube.com/watch?v=Bv09DRd4lsM> .

2. Nike running shoes

The have zoomed into the football shoes so people can notice what brand the shoes are and why type of shoes are using. They also use low shots. https://www.youtube.com/watch?v=_shug-k45Oo.

3. Come out nowhere

They have used black and white graphics. Plus they have used no audio in the footage because they want people to have a old experience. They use slow motion footage when they done the basketball skill. <https://www.youtube.com/watch?v=dOZxIpy6Gm4> close up of the person. Shot of the back of the subject.

Questions: scripts

1. Why did you pick fam fit instead of a different clubs that are around Bristol?
2. What do you think about fam fit?
3. What would you recommend fam fit to other people?
4. What do you want to achieve from this?
5. What age did you start to go to the course?