**Media Studies 120**

**Pitch Proposal Form**

**Complete this form and submit it to your teacher. After reviewing it, your teacher will either give you a green light to start, or ask for you to submit it a second time with specific revisions or additional information before giving you the go-ahead.**

**Your pitch idea must be approved before you begin creating your final work; however, you can work on research or planning while you wait for approval.**

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| **Name:** |  |
| **Project (ad) title:** |  |

Answer the following questions to complete your pitch. Your answers should show that you have carefully thought through your pitch and your plan. Avoid simplified, single-word or single-phrase answers and descriptions. Remember: **you are trying to sell your idea**—you want to convince your teacher that you have a good idea and a solid plan.

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| **Pitch Topic:** | **What product, service or cause are you trying to sell, promote, or bring attention to?** |
| **Claim** | **What will your ad claim, promise or state?** |
| **Target Audience** | **What is the age range and gender of your target audience? Does your target demographic have any other distinct characteristics?** |
| **Format:** | **Describe the format you will use for your ad (slideshow video, action video, animation, etc.).** |
| **Special Treatment** | **Do you plan a particular effect or treatment to add impact to your message?** |
| **Distribution Plan** | **How, when and where do you plan to show your ad? Why?** |