

EXECUTIVE SUMMARY

A great publicist once said “You cannot sell a man who isn’t listening”, and that’s this project main objective: make people listen to what we have to say. This dissertation consists in the design and development of an animated advertisement for TIC Rural, a company dedicated to the management of the requests for many holiday cottages in Catalonia. Two ads were made: one for all the people interested in renting a holiday cottage for their vacation, and other one for the owners of these cottages. Each one has a different message but the both of them share the promise to make things easier for the client, while taking a step back from the present technology muddle.

Both animated ads were made for real advertising proposes for the company, therefore they were made thinking in the real world and not only for academic purposes. It was necessary to get to know the company and their services to properly build a message for their target audiences. This process allowed to recognise the real needs for both the clients and the owners, and express those needs in the advertisements scripts so they feel properly identified. The development was done hand-to-hand with the company at every step so the advertisements really meet their needs and philosophy.

Through the blend of two well-known eye-catching video techniques: the readable video and the explainer video, two animated advertisements were made. They’re going to be posted in social media such as Facebook and YouTube and uploaded to the company’s main page to spread their messages: In the video aimed at clients going on vacation, we want them to know that a platform named TIC Rural can help them find the perfect holiday cottage through customised attention, avoiding automatic search engines. In the video aimed at the holiday cottage owners we’ll show them how they can live easier through the use of the many services offered by TIC Rural.

Both adverts were developed following a graphic guideline made for the occasion: colours, typography, lines and strokes. The first one includes an eye-catching photo parallax sequence at Cal Mianet (Berguedà). Both adverts were animated via After Effects CC and use licensed music.

In brief, this dissertation has been a great and productive learning experience and also a first step into the real business world, as well as a good piece of work for the student portfolio.