

lewis hooper

Audience proposal:

For our audience proposal we created a website and music video, as well as a CD/DVD package. We want to make sure that they all had the same home style so that people would be able to recognise our brand, by looking at any of the products.

We want to use lyrics from the song on the front of our website as well as a happy picture, to show that most couples in domestic violence start off that way, to showing them on their darker days later on through the website.

In the video we want to use the same idea, as will follow on from the website and be spoke about in the song. This idea came from looking at what sort of videos our target age group watch, which we found out from creating an online and paper survey. We then used a focus group in order to find out direct and detailed information about the subject, as well as putting our initial ideas forward.

With the CD/DVD package which we are offering, we would like to use the same idea of lighter and darker colours as we feel this shows the start and ending of the relationship and can relate to a lot of people who are going through the same problems at the moment, or who have in the past. - We have done some research on this subject (Domestic violence) and found out that the ideas we want to use would be a welcome idea, and could help out a lot of people.

We propose to deliver the same house style through three different media products so that our audience can recognise the brand and band instantly and we feel that this will create a more mass impact on the audience.