ABSTRACT

DESIGNING AND IMPLEMENTING ADVERTISEMENT VIDEO AS PROMOTION MEDIA FOR CV. WINDCASTLE

Ricky
1531091

This commercial video project is to provide solution to chemistree café in promoting new menu: skillet rice. The company tried promoting this menu before but results in unsatisfactory outcome. Thus, it is necessary to another commercial retake and we are assigned to handle the project. This research is an applied research by nature and we collect data through an interview with the owner. The result of this project is a commercial video promoting skillet rice and has been implemented on Instagram. The video generated more than 400 views and considered a success.

Keywords: Video, Commercial Video, Café, Social Media, Instagram