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Video advertisement for KUTKM : a study on persuasive advertising / Dayang Haniza Hamidon.

I hereby declare that this project report entitled  
**VIDEO ADVERTISEMENT FOR KUTKM:  
A STUDY ON PERSUASIVE ADVERTISING.**

is written by me and is my own effort and that no part has been plagiarized  
without citations.

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**DEDICATIONS.**

To my parents,

For Mommy: for giving me the gift of words and encouraged me to write as clearly and precisely as possible. For letting me believe that a wasted word is a nuisance to the reader. For Daddy: for teaching me to think logically and rationally, yet always encouraging me to dream. I grew up in the best world of science and literature. This project mirrored that world. Thank you.

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My mother is a talented writer and poet and she always encouraged me to put what I feel into words. Yet, it was not possible for me to convey the depth of my gratitude to those helped me in completing this project. As unjust as it was, all I could do is to name them in this page and acknowledge their contributions for records.

The first and biggest thanks goes to my supervisor and mentor for this project, En Hafiz Zakaria for his encouragement and undying support. He had find time to sit down with me to work out the kinks out of this projects, and those sessions took hours out of his busy schedule. Yet, when other commitments lead me astray from this project, En.Hafiz never withheld second chances. More importantly, he had managed to find ways to let me try my hand on something I always wanted to do: advertisements. While I dreams up possibilities that sometime totally outrageous, he'll keep me grounded with his questions. For that special qualities, he has my eternal respect.

One of the first steps in creating a video production is to do the storyboard. I was the unfortunate few who couldn't draw a straight line. Luckily, I have a best friend who is also a wonderful sketch artiste: Ahmad Shafaiq Khalifah who had given up his afternoons to draw my storyboard. He draw what I sees in my minds' eyes and added his own drama.

To a great friend, Zurina Alias, who had tirelessly helped me in the shooting of this project. For many hours of great ideas and laughter. And when I'm in a jam, for agreeing to act in my content promo. You are the greatest!

For the many friends that I failed to mentions for their various contributions. The actors and actresses in the advertisements those who acted in my advertisements, Raime Osman, Jefferson Lundai and Ang Bee Tee. A shout of thanks for Kohilah, Ranjini Fazliya, Hasnidah and En.Zakaria who agree for interviews and those that help me with testing. Also, for those who simple are there for me: for companionship and for morale support. Their generosity touched me deeply. Thank you.

## **ABSTRACT.**

The idea of doing this project of advertisements comes from years of being frustrated that my university was not well known among the public. Studying in KUTKM, I know of its greatness: I had experience it and it is so frustrating when people did not share my enthusiasm. Television advertisements had been proven by several of studies to be able to promote a product faster than any other mean of advertisement. Thus, it is the perfect medium to explore in order to boots our popularity and grab publics' attention to acknowledge our university's great potential. Taking into account the power of video advertisement and the challenge needed to convey important messages in matter of seconds, research was needed in order to produce an effective advertisement that mirror KUTKM in spirit. These researches were discussed in great length in this project and are the foundation to the advertisement. I hope that this report will be useful to future readers.

## ABSTRAK

Idea untuk membanggunkan iklan untuk projek sarjana muda adalah disebabkan kekesalan yang timbul kerana Kolej Universiti Teknikal Kebangsaan Malaysia tidak di kenali ramai di kalangan masyarakat sebagaimana sepatutnya. Iklan melalui televisyen adalah salah satu medium pengiklanan yang paling efektif sebagaimana telah dinyatakan dalam pelbagai penyelidikan. Oleh itu, medium ini adalah medium terbaik untuk memperkenalkan KUTKM kepada masyarakat sebagai institusi yang cemerlang dan berpotensi besar walaupun ia merupakan sebuah Institusi Pengajian Tinggi Awam yang baru di tubuhkan. Menyedari bahawa iklan berbentuk video mempunyai potensi yang tinggi dalam mempengaruhi penonton dan juga cabaran yang di hadapi dalam menyampaikan mesej dalam masa beberapa saat sahaja, penyelidikan perlu dijalankan. Penyelidikan ini di bincangkan dengan teliti di dalam laporan ini dan hasil penyelidikan ini dijadikan asas kepada penghasilan iklan bagi projek ini. Laporan ini di harap dapan menjadi rujukkan untuk pembaca di masa hadapan.

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**LIST OF ABBREVIATION.**

<b>ABBREVIATION</b>	<b>DEFINITION.</b>
KUTKM	Kolej Universiti Teknikal Kebangsaan Malaysia.
UKM	Univesiti Kebangsaan Malaysia
UM	Universiti Malaya.
Est	Estimation.
Dur	Duration.
Testi	Testimonial
TT1	Technical Testing 1
TT2	Technical Testing 2

**LIST OF ATTACHMENT.****ATTACHMENT**

Appendix A  
Appendix B  
Appendix C  
Appendix D  
Appendix E  
Appendix F  
Appendix G  
Appendix H  
Appendix I  
Appendix J  
Appendix K

**TITLE.**

Gantt Chart of the project  
Storyboard: Word Puzzle  
Storyboard: Be different  
Storyboard: Paint your Future  
Storyboard: Overcrowded.  
Storyboard: The List  
Storyboard: The Journey  
Storyboard: Testimonials  
Questionnaires: Technical Test 1  
Questionnaires: Technical Test 2  
Questionnaires: User Acceptance Test

## CHAPTER 1

### INTRODUCTION.

#### 1.1 Project Background.

Kolej Universiti Teknikal Kebangsaan Malaysia (KUTKM) is the 14<sup>th</sup> Government Universities in Malaysia. Although new, this institution had proven its worth again and again in various fields. Unfortunately, many Malaysian still did not realized its existence; much less acknowledge its excellences. The unfairness of this current situation is one of the main triggers that lead to this project: Advertising Video For KUTKM

Like all universities that embrace the new era of cyberspace, KUTKM had a website to promote the institution. Alas, this website is not visited by many people simply because they do not know that KUTKM existed. Clearly, a more aggressive advertising was required to promote KUTKM as well as highlight its achievement as well as made the prospective students are more welcome to the idea of spending four years of their lives here. This, in turn, should they were indeed get send to KUTKM to further their study, wouldn't cause any added physiological problems.

The strength of this project will lie in the strong and effective plot that will deliver maximum impact in a few seconds of time. Advertisements- especially in a medium that tantalizes the visual sense of the audience- could be effective in selling a product. By using video to promote the product, a strong plot and careful executions would deliver an effective advertising.

## **1.2 Problem Statement.**

There were a few problems that were identified that require an aggressive mean of advertising for KUTKM a necessary. The problems that prompt the creating of this project are as follow:

### **1.2.1 KUTKM was unknown.**

The unjust situation when the existence of a new university as pushed to obliviousness by the trend of favoring older, more established universities had demand that the KUTKM take a more aggressive stand in promoting itself. This unfairness unfortunately, causes the other methods of promoting the university especially via cyber space, to become ineffective. This is because, in order to log into the official website of the university, the user must first know that the university exist. The same situation also result the newspaper highlights that KUTKM received had gone unnoticed by the public.

This project will reintroduce the institution to the public as a university to be recon with. It will draw attention to KUTKM many achievements and it's suitability as a place to earn your degrees and diploma. By placing a series of advertisement to the public, the public will be tantalized to learn more of KUTKM and this will bring the websites -which were already placed in the cyberspace- into the scene seamlessly.

### **1.2.2 Physiological effect to students.**

Through the fairness of Ministry of Education, all government universities will receive enough students each year to fill up their quota for new intakes. Because of this, all government university feels that there was no need to advertise their



institution to public because, unlike public colleges, they will always receive enough students. However, the government university overlook the effect of this procedure has on the future students. Students who didn't get to study in the universities they choose will feel disappointed. Students who get to study in a university that they never heard of- especially like new universities like KUTKM- will not be happy with the idea of spending the next four year in the university. This will, in turn, influence their study.

By having the advertisement of KUTKM made visible to the public, this project will take some of the edge off from the disappointment the future students when they didn't get to study in one of the more popular universities like Universiti Malaya.

### **1.2.3 The High Cost of Televised Advertisements.**

. KUTKM is more than ready for another means of advertisement that would boost its' reputation to the public. The most obvious mean of advertisement is televised advertisement. Unfortunately, the cost of this type of advertisement is high and to plunge into in heedlessly would not reflect favorably on the KUTKM money management. Therefore, a series of experiments needed to carried out in order to fully understand how an effective advertisement was developed and created needed to be conduct so that when KUTKM launched their televised advertisement, they were equipped with knowledge that they will get their moneys' worth.

### **1.3 Objectives.**

This project was developed in order to overcome the stated problems. Therefore, the objectives of this project are:

- a) To provide KUTKM a more aggressive and effective mean to promote the institution.
- b) To reintroduce the institution to the community as a place of excellence.
- c) To produce a series of video promos that are effective to capture the interest of the audience.
- d) To study the process of creating a series of effective advertisement for future research in achieving a cost-effective advertisement developments.
- e) To assure the future student who were placed into KUTKM not by their choice that they were in good hand by advertising some of achievements KUTKM had achieves.

#### **1.4 Scope.**

In order to have a clear view of the contents of this project, the scopes of this project have to be defined. This project will consist:

- a) 3 version of 5 seconds teaser.
- b) 3 version of content promo, with duration of 30-40 seconds for each promo.
- c) 3 version of testimonials from various people who are from the community of KUTKM with the duration of 30 to 40 seconds each.

In order to create a series of effective advertising, project will combine standard elements in video-based advertisement: video, graphic, audio and text. Graphic and video was used in abundance because it was typically more effective to

convey communication than text. Audio was used because sounds taps deep into the emotion of people, so much so that music can alter emotions. These elements, although are able to reach the audience, cannot convey precise messages, like important address. Therefore, text was used sparingly to highlight precise information that the audience needed to remember.

Depending to the type of promo made, the shoot and pace will be various. For example, for the testimonial scenes, various shoots of the university will be used and the mood will be more relax, more honest and raw. In contrast, the content promo will have a more formal and polished look.

As with all video advertisements, this project will undergo a series of processes. These processes can be categorizes into three main groups: pre production, production and postproduction. Pre production mainly deals with creative thinking and concepts creations, as well as preparing the paperwork and storyboarding. In production, shooting will be carried out according to the previous concepts and script decided upon in the last stage. Postproduction will handle the video editing, audio mixing and adding effects when and where needed.

### **1.5 Project Significance.**

The project will benefit various part of the community. It will build a great reputation for KUTKM. Not only will the project highlight the past achievements of KUTKM, it also will show the public that KUTKM is a proactive and innovative institution that is not afraid of asking credit where it is due. Rather than waits for decades for public acknowledgement of the excellence of the institution- like were done by pioneering universities of Malaysia, KUTKM declares to the public that it is already an excellent institution. This project will jump-start the process that usually took government universities years to achieve: popularity amongst the public.

This project would also show the public that KUTKM do not spend its money foolishly. Knowing that the type of advertisement that this project proposed are expensive, KUTKM allows for researches on the field of persuasive advertising to flourish. While the project hoped to be the type of effective advertising that KUTKM would use, the more important aim is to shade some new light on this subject. This project would settle to be the first of many researches that would be conducted to make sure that the process of achieving a series of effective advertisements for KUTKM would be a reality.

In turn, the public will also benefit from this project because they will have more confidence in sending their children to public university that is relatively new. Rather than be traditionally bound to choose one of the older universities like Universiti Kebangsaan Malaysia, they now have a choice of new, modern and not overly crowded universities like KUTKM.

#### **1.6 Expected Output.**

In this stage of preproduction, the detailed final outcome of the project could not be defined. However, a clear of what the project should yield has been formed. The expected outputs of this project are:

- a) **3 versions of 5 seconds teaser.** This advertising method is used to tease the audience to get to know the product without showing the product itself.
- b) **4 versions of content promo,** with duration of 30-40 seconds for each promo. Content promo is the advertisement that features KUTKM. This will mostly show general things such as the KUTKM facilities, the education methods and achievements.
- c) **5 versions of testimonials** with the duration of 30 to 40 seconds each. To create the element of feasibility about KUTKM as a university that is truly

appealing, the audience will be presented the testimonial of people who are involves in the institutions, be it lecturer, students and even the staffs. This mix of testimonial will give the feeling of togetherness and closeness among the KUTKM family and future student who will be away from their family will appreciate that.

In term of paperwork deliverables, by the end of this project, the following should be available:

- a) **Proposal:** a record of a proposed title and initial idea of the project. Submitted to get approval on the project. Serve as guideline as the project was developed.
- b) **Final Report:** the official record of the project that had been developed. It consist the processes and outcome of the processes that was carried out during the production phase of this project.
- c) **Story board:** a visual idea of what the project what the project should look like when it finished. It serve as the guideline for the shooting and editing of the advertisement.

## 1.7 Conclusion.

KUTKM is a public university that deserves respect and acceptance in the community of excellence. Alas, prospective students in favor of the older, more popular universities overlooked the achievements of KUTKM. Therefore, a mean of advertising was required. In the spirit of excellence that KUTKM uphold, the advertising must be effective in communicating the message across to the target audience. The next chapter will discuss on how to create effective advertising.

## CHAPTER 2

### LITERATURE REVIEW AND PROJECT METHODOLOGY.

#### 2.1 Introduction.

Chapter two discuss in details the theories on creating an effective advertisement. These theories will be the base for the development of KUTKM advertisements. The theories are then extracted from their sources, compared to other experts theory, analyzed and lastly discussed in this documentation. These discussions are based on research from quotations of experts in the field. In order to create an effective advertisement, one must first understand the strategies and problems that arise when creating advertisements. The result of the research on that particular topic was discussed in detail in sub-chapter 2.2: Fact and Finding, where references and research was reported in details. For comprehensive reading, the chapter was divided to five subtopic. In subtopic 2.2.1, the background research was discussed, detailing where and what was being studied by this project. A case study was explored in subtopic 2.2.2: Case Study .The last three subtopics are extracts form what the research had yielded on how to create a persuasive advertisement. These subtopics were named according to the theme of the extracts, Step One: Get Noticed, Step Two: Research Audience and Step Three: The Right Approach. Once one understands the steps needed to be taken in order to create an effective advertising, an understanding of the processes was required and this topic was discussed in sub chapter 2.3: Project Methodology. This leads to the identification of the project's requirements. These requirements will be listed in sub chapter 2.4: System Requirement. Subchapter 2.5 contains the project milestones and schedules.

In another word, Chapter 2 will discuss how the execution of the project will be carried out in order to achieve the objectives set out for this project.

## **2.2 Fact and Finding.**

This section detailed out the research done in order to lay the foundation for this project. The research was done in order to identify what and how to make an advertisement persuasive. The result of this research was reported in a detailed and orderly sequence for easy reference. The topic of persuasive advertising was extensively research so that sufficient data can be collected to produce the best possible result for this project.

### **2.2.1 Research background.**

Advertisement is a form of public announcement that is used to promote or convey messages about a product, services or even ideas. As technology improves, the means of advertisement evolves to include the use of these advancing technologies. First, there was word-of mouth advertising. Then, when printers were invented to produce newspaper, come printed advertising. When radio becomes popular, a new form of advertisements was device to make use of the radio. After the radio, come the television and the advertising world have a whole new medium to use in order to convey their message. No matter what the medium of advertising was, it had to be effective. As John O'Shaughnessy had adequately penned down in his book, *Persuasion in Advertising*, effective advertising is almost always persuasive advertising. Persuasion can be defined as a process of trying to alter, modify or change the value, wants, belief and action of others. Therefore, persuasion is always important, even when the competition is inept.

### 2.2.2: Case Study.

Private colleges in Malaysia have practice advertising their uniqueness for quite some time. Although recent advertisements of private colleges like Stanford College of Malaysia had tried to be attractive in order to persuade prospective student to choose their college above all else in the market, it fail to convey a fresh ideas and concept in their advertisement. They focused too much on the commercial side of advertisement that their advertisement were too glossy and too choreographed, thus eliminating the element of honesty and make audience weary of being manipulated. By making the advertisement too commercialized, their college failed to grab the attention of the audiences. As a result, drowned by the hundreds of commercial audience has to watch in television each day, these advertisements that promote private college goes unnoticed by most.

### 2.2.3 Step One: Get Noticed.

A study by Harvard Business School yielded a shocking result: the public doesn't even look at 85% of the advertisements. Therefore, as William Bernbach, one of the most respected copywriters of all time had aptly said in an interview by Dennis Higgins, "The first step of persuasive advertising is to get noticed". Some, like the Miller Lite advertisement "catfight" adapt to *shocking advertising* in order to gain attention by encouraging their advertisement to be talked about. Others believe that visibility via repeated exposure is all that is needed. Although that it is true that with repeated exposure comes familiarity and people are often have the tendency to like familiar product better than new ones, this type tactic of gaining attention demands deep pockets for advertising expenditure. Mr. Bernbach, however, believes that the most important thing to do in order to be noticed is to be fresh and original.