Muttire (Dog Costume Company)

*“Breed isn’t the only variety”*

Outline of Advert

Advert begins with a very formal dinner party round a long table, with a dog sat in each place. Each dog is a different breed and are wearing tuxedoes. They are eating their food politely and then one comments “I wonder how the neighbours are?” We then cut to next door, which is a colourful party with mini cakes, balloons and confetti. There are many different dogs, each wearing a completely different costume. They are all doing what they please, running all over the place, jumping on sofas and making a mess, whilst having a great time. We then cut back to the formal party again with one dog asking, “Where’s the butler?” to which we see the butler dog walk in wearing a dinosaur costume. The whole room then all stare at the butler.

Form and Style

The form will be single camera with a style of low key verses high key, mocking different levels of class. However we are presented that both lifestyles enjoy themselves, whilst showing off the large variety of costumes available. The target audience are most dog owners, which we present through having multiple breeds of dogs in the advert wearing the costumes.