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Cross Platform Media Messages

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### TV PSA Pitch

The message that I intended to convey with my TV PSA was that DePere has a lot to offer and to shout out some of the local businesses. I shouted out Luna and Seerogys in the PSA. Another message that I intended to convey with my TV PSA is that DePere has something to offer for everyone. Lastly, I intended to convey that DePere is a fun and positive place to visit and enjoy.

My TV PSA has different audio-visual communication elements that support my message. To start, the advertisement includes happy and upbeat music playing in the background throughout the entire video to show that the mood and tone of the advertisement is very positive. Another element that supports the message in the advertisement is the voice overs that overlap the video. I used a voice over shouting out each business while the video plays of people at those businesses shopping or studying. The PSA fits into a unified campaign because it could be used on TV, social media, or a website.

My TV PSA should be chosen for use by Definitely DePere because it shouts out local businesses, has a very happy and upbeat vibe, and has a target audience of everyone living in DePere, old and young. It is also overall a very clean and clear to understand advertisement that could be broadcasted on any television channel.