

Produce a TV commercial for the TBCO Riverside apartment complex.

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Abstract: This topic focuses on producing a television commercial (TVC) for the TBCO Riverside apartment project, aiming to meet the high demand for effective communication in the real estate market. By analyzing current design elements and advertising content, the topic applies a combination of theoretical research and empirical methods to determine guidelines for creating an impressive TVC. The expected results will contribute to improving the communication quality for the real estate project, thereby enhancing brand recognition and appeal to potential customers.

Keywords: TVC advertisement, TBCO Riverside apartment, communication design, real estate market research