

Produce a TV commercial "Brotherhood" for the fashion store Sstore.

Nguyen Tung Duong

Abstract: In the fiercely competitive fashion market, this topic aims to solve the problem of creating an effective advertising campaign to increase brand awareness and customer affection for the Sstore shop. Through a combination of theoretical research and experimentation, the goal is to produce the TVC 'Brotherhood' that showcases the close bond between the wearer and fashion products. The expected results will bring fresh experiences while strengthening Sstore's position in the fashion industry.

Keywords: TVC advertisement, customer interaction, brand campaign