

Producing a TV commercial for PV weight loss medication

Bui Thi Hau

Abstract: This topic aims to research and design a short television commercial (TVC) for the new weight loss product of PV company. The background of the topic stems from the increasing market demand for safe and effective weight loss support solutions. The project's objective is to identify the key message, create an engaging script, and select appropriate visuals to convey product information to potential customers persuasively. The research methodology includes synthesizing knowledge from relevant scientific sources, analyzing current market trends, and conducting a small sample survey to determine consumer awareness and reactions. The expected results will significantly contribute to enhancing product communication effectiveness, while also promoting the development of the pharmaceutical industry in the healthcare sector.

Keywords: TV commercials, weight loss drugs, market research, communication strategy