

Produce a TV commercial for MSI gaming laptops.

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Abstract: In the increasingly fierce competition in the information technology sector, building a Video Teaser Commercial (TVC) for MSI's gaming laptop product aims to clearly demonstrate its superior features and differentiation from competitors. The topic applies a combination of theoretical research and experimental methods to design an effective TVC, while evaluating quality through market data analysis and audience feedback. The project is expected to significantly contribute to raising awareness of MSI gaming products within the user community.

Keywords: MSI laptop TVC advertisement, gaming, graphic design, market analysis