

Producing a TV commercial for Sony's smart mobile phone.

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Abstract: The topic focuses on designing and producing a television commercial (TVC) for Sony's new line of smartphones. To overcome existing limitations in traditional advertising, this study applies modern technology to create an interactive and engaging TVC. Through market analysis and target audience identification, the TVC content is optimized to enhance marketing effectiveness and brand recognition. The methodology is based on a combination of theoretical research on digital advertising and practical TVC production. The expected outcome is a TVC capable of making a strong impression, boosting sales, and contributing to expanding Sony's influence in the mobile phone market.

Keywords: smartphone advertising, TV commercial (TVC), digital