

Producing a TV commercial for EM biological products.

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Abstract: In the context of growing concern for environmental protection and human health safety, this topic focuses on producing a TV commercial for the biological product EM (Efficient Microorganisms). The objective of the study is to analyze the theory of beneficial microorganisms and conduct experiments to create an effective advertising video aimed at raising community awareness of the benefits of EM products. The approach combines theoretical research with experimental TVC production to ensure accuracy and appeal in communication. The expected outcome of the topic is not only a high-quality TVC but also a contribution to enhancing public awareness of sustainable biological solutions.

Keywords: EM biological product, advertisement video, beneficial microorganisms