The animation I plan to create is a football boot animation. By this I mean the animation will advertise the brand new football boots. The animation will inform the people watching, what website to visit to purchase the boots, also information about the boots, for example the texture, what the boots will improve the football player on, etc. This will hopefully persuade the people to purchase the boots. I will make the animation entertaining for the people watching the animation.

Aims
The aims for my animation is for the product I am advertising to get sold to customers and make as much money as the company selling this product can. I also want my animation to entertaining; this will achieve my first aim for this animation, to make as much as the company can. By being entertaining, the potential customers will talk about the product to their friends, family members, etc. This will increase the amount of products sold and will make as much money as the company could. I will also want to make my advert to meet the aim of the product I am selling. This means the potential customers will understand what the animation is informing about and will hopefully buy the product. This will increase the amount of products sold and will make as much money as the company could.

Audience
The target audience is for my animation is for mostly teenagers, at the age of 13-18 years old who want to improve on their touch when receiving the football. The reason why I have aimed my target audience at teenagers, at the age of 13-18 years old, is because the shoes are affordable for teenagers but mainly because from that ages of this; people play football and would like to improve on their touch and buy new football boot. My animation will contain the standard English language (simple words), which anyone from the age of 13-18 years old will understand. This is why I think my advert is suitable for this target audience age group. The gender I have directed my animation at is mostly for males, the reason for this is because more males play football, so more males will purchase the product, however females are able to purchase this product because some females play football. This is why I think my advert is suitable for this target audience.