Gerardo Perez:

Next up we have, What I Bought Versus What I Got. I've seen this ad very popular amongst clothing type brands specifically, because it really showcases that what you're depicting online is what people actually purchased. So let's go ahead and check out one specific video and I'll provide some commentary.

Speaker 2:

What I ordered versus what I got. Amazon edition.

Gerardo Perez:

As you can see, she basically uses green screen to show users what she purchased on Amazon. And then she actually goes into a little bit of a modelling pose with that specific piece of clothing on. Now, a couple changes that I would personally make to a video like this if I were running it as an ad.

First, I would condense the hook so it's a little bit quicker to actually get into the meat of the content. In addition to that, I'd probably substitute the actual music and change that for a little bit of a voiceover, maybe to help explain when she would use these types of outfits, why she ordered it, what occasions it could be great for, how the overall fit was, stuff like that. Voiceover in this specific scenario would be amazing just to give users that little added nudge to help them explain why they should buy the product. In addition to that, I would probably either bring the sound a little bit down or just not use music altogether, or at least a sound that's not necessarily licenced because of reasons that I explained previously in the course as well. Other than that, this is a great model to follow, especially if you have a wide range of products that you want to showcase in a single ad.

P2-M2L6 - What I Bought vs. What I Got
Transcript by Rev.com

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