** Asset Log**

Name:………Jason Burgess……………… Date:…12/4/2014………………………….. Production Title:…Duracell Advert…………

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| **Asset** | **Type** | **Location** | **Description** | **Notes** | **Source** |
| Duracell | Music | Youtube | This is the soundtrack that I ended up using for my advert.  | I found YouTube as a source for my soundtrack useful because I knew downloading from YouTube is easy, from YouTube there are many different choices of media I could use. | https://www.youtube.com/watch?v=KnDm3qr1Knkhttp://www.youtube-mp3.org/ |
| Duracell | History | Duracell | Looking at Duracell’s company history. | This site was really useful when researching into Duracell’s history | http://ww2.duracell.com/en-US/company/history.jspx |
| Duracell | Image | YouTube | This was an image that I used in my advert. | I was looking for a picture of the Duracell bunny so I could edit the bunny to look like I’m winking. I found my image on YouTube because someone on YouTube had posted the image there. | https://yt3.ggpht.com/-NWxjpoEe3xo/AAAAAAAAAAI/AAAAAAAAAAA/3Mn1Eu\_YNkk/s900-c-k-no/photo.jpg |
| Duracell | Analyzing adverts | YouTube | One of Duracell’s many adverts on YouTube. | Looking on YouTube was very easy to find adverts, there is a wide variety of Duracell adverts although I was looking for UK based adverts where sometimes I found adverts from the US and Canada. | https://www.youtube.com/watch?v=KdRrP1Kh9TU |
| Duracell | Analyzing adverts | YouTube | One of Duracell’s many adverts on YouTube. | Looking on YouTube was very easy to find adverts, there is a wide variety of Duracell adverts although I was looking for UK based adverts where sometimes I found adverts from the US and Canada. | https://www.youtube.com/watch?v=uFdJaY2pcTg |
| Duracell | Analyzing adverts | Telly ads | Website based on have a large quantity of Duracell adverts. | This site was very handy on finding adverts for Duracell because it was all adverts based in the UK whilst them being at good quality. Downside is that they were not able to embed to a site as it was not a YouTube video. | http://www.tellyads.com/show\_movie.php?filename=TA0793 |
| Duracell | Research on Rival Brand | Energizer & Wikipedia | Rival brand of Duracell | From these two sites I looked into how Energizer as a brand has made a name of themselves. I had to compare either brand to see the similarities and where the competition would be. | http://www.energizer.eu/ https://en.wikipedia.org/wiki/Energizer  |
| Duracell | What is ASA | ASA | Who are ASA | This site gave me lots of information about the guidelines of making an advert. This being through following the rules, of how an advert should be made so that it does not break any laws or offends anyone. Good source. | https://www.asa.org.uk/ |
| Duracell | What is Ofcom | Ofcom & Wikipedia | Who are Ofcom | This website was an in depth review of what is allowed to be broadcasted on television and what isn’t. Informative source. | www.ofcom.org.uk/ https://en.wikipedia.org/wiki/Ofcom |
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