

# UNIVERSAL HD CHANNEL

Samantha Velasquez

ID: 1012075

TIME	COMMERCIAL	AUDIENCE/PURPOSE/DETAILS
3:13	IRS Debt Forgiveness	<ul style="list-style-type: none"> <li>- Middle-aged people</li> <li>- Those who are struggling with divorce debt</li> <li>- Seniors retiring</li> <li>- Those who are in debt</li> <li>- Those who are self-employed</li> </ul>
3:16	Adding a second phone line	<ul style="list-style-type: none"> <li>- Those who depend on their phone for their business and need a second phone line</li> <li>- All adult ages</li> </ul>
3:16	Medication Invokana Alert	<ul style="list-style-type: none"> <li>- Shows the dangers of those who have taken Invokana</li> <li>- Tells them to seek justice.</li> </ul>
3:17	TV SHOW: Colony	<ul style="list-style-type: none"> <li>- Those interested in post-apocalyptic shows</li> <li>- Short commercial with stimulating and action packed shots</li> <li>- Targeted to younger audiences</li> </ul>
3:17	SHOW: HOUSE	
3:27	Meaningful Beauty Commercial (skin care) with Cindy Crawford – Meaningful Beauty Crème de Serum	<ul style="list-style-type: none"> <li>- For parents/single mothers who are constantly busy</li> <li>- Those who should take care of or are worried about aging.</li> <li>- For women who are in their 30's- 50's</li> <li>- Actors are predominantly Caucasian</li> <li>- Possibly those who are middle/high-class?</li> <li>- Lasted 5 minutes</li> </ul>
3:32	SHOW: HOUSE	
3:43	Web.com: Custom Website	<ul style="list-style-type: none"> <li>- Those who want to build a website but have no experience</li> <li>- Shows that they get clients.</li> </ul>
3:43	OurTime Dating Website	<ul style="list-style-type: none"> <li>- Those who single and are middle age adults</li> </ul>
3:44	Hilton Island Vacation	<ul style="list-style-type: none"> <li>- Those who have families and want to go on a family vacation</li> <li>- It's affordable – aiming at families who are looking for affordable prices and do not have much money; probably aiming at middle and lower-class audience.</li> </ul>
3:45	Chrisley Knows Best Reality Show	<ul style="list-style-type: none"> <li>- A reality show of a wealthy Caucasian man</li> <li>- Those who are interested in reality shows</li> </ul>
3:45	SHOW: HOUSE	
3:51	IRS Debt Forgiveness (2 <sup>nd</sup> appearance)	<ul style="list-style-type: none"> <li>- Middle-aged people</li> <li>- Those who are struggling with divorce debt</li> <li>- Seniors retiring</li> </ul>

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		<ul style="list-style-type: none"> <li>- Those who are in debt</li> </ul>
3:52	Wayfair Home Furniture	<ul style="list-style-type: none"> <li>- Families</li> <li>- Those who want to stylize their home</li> </ul>
3:53	Peloton Cycling	<ul style="list-style-type: none"> <li>- Cycling classes in the comfort of your home.</li> <li>- Audience seems to be for those who don't want to go to the gym or be in a public setting.</li> </ul>
3:53	SHOW: HOUSE	
4:00	SECOND SHOW: HOUSE	
4:03	23 and Me – DNA Kit	<ul style="list-style-type: none"> <li>- Audience is all ages</li> <li>- To those interested in knowing what their genetics are as well as their health.</li> </ul>
4:04	Online Game World of Tanks	<ul style="list-style-type: none"> <li>- Video Game that is army themed</li> <li>- Targeted at younger audiences</li> <li>- Online video game</li> <li>- America, Germany, and Japan were mainly stated, coincidentally corresponding with WORLD WAR II</li> </ul>
4:05	Build.com – Furniture Online Store	<ul style="list-style-type: none"> <li>- Those who are interested in fixing up their home</li> <li>- Shows a young couple together with the implication of them owning their first home.</li> </ul>
4:06	SHOW: HOUSE	
4:13	AARP: Medicare Eligibility	<ul style="list-style-type: none"> <li>- Targeted towards senior citizens 50 or older</li> <li>- Seniors who can't potentially pay for their medical expenses and need aid</li> <li>- Offers free pamphlet to show potential AARP Offers</li> </ul>
4:15	Web.com: Custom Website (2 <sup>nd</sup> apperance)	<ul style="list-style-type: none"> <li>- Those who want to build a website but have no experience</li> <li>- Shows that hey get clients.</li> </ul>
4:16	Chrisley Knows Best Reality Show (2 <sup>nd</sup> Showing)	<ul style="list-style-type: none"> <li>- Shows mainly “rebellious” teenagers</li> <li>- Aimed towards those interested in reality shows – mainly young adults</li> </ul>
4:17	SHOW: HOUSE	
4:27	ByeBye Foundation – Full Coverage Moisturizer	<ul style="list-style-type: none"> <li>- Those who want to have “flawless” skin.</li> <li>- Full coverage makeup that is aimed at women of all ages who suffer from skin issues.</li> <li>- States how they work with dermatologists and plastic surgeons to create a superior foundation that is safe for the skin.</li> <li>- Lasted 5 minutes</li> </ul>
4:32	SHOW: HOUSE	

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4:42	Lifeline Screening	<ul style="list-style-type: none"> <li>- Aimed at what appears to be senior citizens who may be at risk for cardiovascular disease.</li> <li>- They state their low offers – implying affordability.</li> </ul>
4:43	Debt Forgiveness – Dwight The Knight	<ul style="list-style-type: none"> <li>- Those who are struggling with the IRS.</li> <li>- And may have thousands of dollars of debt</li> </ul>
4:44	Dish Network	<ul style="list-style-type: none"> <li>- Those who want more channels (mainly popular channels) in their service plan and cannot obtain that with their current tv plan.</li> </ul>
4:45	SHOW: HOUSE	
4:51	Web.com: Custom Website (3 <sup>rd</sup> appearance)	<ul style="list-style-type: none"> <li>- Those who want to build a website but have no experience</li> <li>- Shows that they get clients.</li> </ul>
4:52	Online Game World of Tanks (2 <sup>nd</sup> Appearance)	<ul style="list-style-type: none"> <li>- Video Game that is army themed</li> <li>- Targeted at younger audiences</li> <li>- Online video game</li> <li>- America, Germany, and Japan were mainly stated, coincidentally corresponding with WORLD WAR II</li> </ul>
4:53	OurTime Dating Website (2 <sup>ND</sup> appearance)	<ul style="list-style-type: none"> <li>- Those who single and are middle age adults over 50</li> </ul>
4:54	Build.com – Furniture Online Store (2 <sup>nd</sup> appearance)	<ul style="list-style-type: none"> <li>- Those who are interested in fixing up their home</li> <li>- Shows a young couple together with the implication of them owning their first home.</li> </ul>
4:55	SHOW: HOUSE	
5:00	THIRD SHOW: HOUSE	
5:03	Mr.Robot TV Show	<ul style="list-style-type: none"> <li>- Targeted at those who want to watch instant tv shows</li> </ul>
5:03	Shriners Hospitals Children	<ul style="list-style-type: none"> <li>- Aimed towards parents who have struggles with low income and disabilities.</li> <li>- Uses young disabled children to help persuade the audience to donate.</li> <li>- Shows multi-cultural children to show diversity in patients.</li> </ul>
5:05	SHOW: HOUSE	
5:13	AARP: Medicare Eligibility (2 <sup>nd</sup> appearance)	<ul style="list-style-type: none"> <li>- Targeted towards senior citizens 50 or older</li> <li>- Seniors who can't potentially pay for their medical expenses and need aid</li> <li>- Offers free pamphlet to show potential AARP Offers</li> </ul>
5:14	True Car	<ul style="list-style-type: none"> <li>- Those who want to purchase online cars with reliability online.</li> <li>-</li> </ul>

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5:14	Wayfair Home Furniture (2 <sup>nd</sup> APPERANCE)	<ul style="list-style-type: none"> <li>- Families</li> <li>- Those who want to stylize their home</li> <li>- Emphasizes on free shipping</li> </ul>
5:15	Web.com: Custom Website (4 <sup>th</sup> apperance)	<ul style="list-style-type: none"> <li>- Those who want to build a website but have no experience</li> <li>- Shows that hey get clients.</li> </ul>
5:16	Minions Mobile Game	<ul style="list-style-type: none"> <li>- Vibrant and child-like commercial</li> <li>- Aimed towards those who have phones that can hold apps.</li> </ul>
5:16	SHOW: HOUSE	
5:26	ByeBye Foundation – Full Coverage Moisturizer (2 <sup>nd</sup> appearance)	<ul style="list-style-type: none"> <li>- Those who want to have “flawless” skin.</li> <li>- Full coverage makeup that is aimed at women of all ages who suffer from skin issues.</li> <li>- States how they work with plastic surgeons dermatologists to create a superior foundation that is safe for the skin.</li> <li>- Lasted 5 minutes</li> </ul>
5:31	SHOW: HOUSE	
5:44	Tommie Copper Knee Therapy Sleeve	<ul style="list-style-type: none"> <li>- Aimed towards athletic niche and various sports; active people who do rigorous sports that include a lot of knee movement.</li> </ul>
5:45	Navage Allergy Pot	<ul style="list-style-type: none"> <li>- Nasal machine that helps release congestions</li> <li>- Aimed towards those who suffer from allergies.</li> </ul>
5:46	Hilton Island Vacation (2 <sup>nd</sup> appearance)	<ul style="list-style-type: none"> <li>- Those who have families and want to go on a family vacation</li> <li>- It's affordable – aiming at families who are looking for affordable prices and do not have much money; probably aiming at middle and lower-class audience.</li> </ul>
5:47	Dish Network (2 <sup>nd</sup> appearance)	<ul style="list-style-type: none"> <li>- Those who want more channels (mainly popular channels) in their service plan and cannot obtain that with their current tv plan.</li> </ul>
5:48	SHOW: HOUSE	
5:52	23 and Me – DNA Kit	<ul style="list-style-type: none"> <li>- Audience is all ages</li> <li>- To those interested in knowing what their genetics are as well as their health.</li> </ul>
5:53	Bamboo Pillow	<ul style="list-style-type: none"> <li>- Aimed for those who struggle with getting a proper sleep</li> <li>- Shows how it can help aid with proper spinal posture</li> <li>- Aims for those who also suffer from allergies.</li> </ul>

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5:55	SHOW: HOUSE	
6:00	FOURTH SHOW: HOUSE	
6:04	Meaningful Beauty Commercial (skin care) with Cindy Crawford – Meaningful Beauty Crème de Serum	<ul style="list-style-type: none"> <li>- For parents/single mothers who are constantly busy</li> <li>- Those who should take care of or are worried about aging.</li> <li>- For women who are in their 30's- 50's</li> <li>- Actors are predominantly Caucasian</li> <li>- Possibly those who are middle/high-class?</li> <li>-</li> </ul>
6:06	Online Game World of Tanks (3 <sup>rd</sup> appearance)	<ul style="list-style-type: none"> <li>- Video Game that is army themed</li> <li>- Targeted at younger audiences</li> <li>- Online video game</li> <li>- America, Germany, and Japan were mainly stated, coincidentally corresponding with WORLD WAR II</li> </ul>
6:07	SHOW: HOUSE	
6:18	VONAGE	<ul style="list-style-type: none"> <li>- Aimed towards parents</li> <li>- Families who have relatives in other countries</li> <li>- Senior citizens who want simplicity</li> </ul>
6:18	TommyCopper Band	<ul style="list-style-type: none"> <li>- Aimed towards those who have an active life – ranging from busy parents, active sports athletes, labor workers.</li> </ul>
6:19	Addiction Hope and Help Line	<ul style="list-style-type: none"> <li>- A niche audience that deals with those who struggle with addiction</li> <li>- Ranging from young adults to older adults who are affected by drug abuse</li> </ul>
6:20	Feherty	<ul style="list-style-type: none"> <li>- Gives interviews with well-known politicians and people of power.</li> <li>- Aimed towards people who want to see these people in an entertaining interview.</li> </ul>
6:21	SHOW: HOUSE	
6:30	ASPCA DONATION	<ul style="list-style-type: none"> <li>- Uses real-life footage to show abusive environment of the animals.</li> <li>- Aimed towards all audiences in order to guilt-trip them into donating money to the ASPCA</li> <li>- Slow narration and videos are meant to give the viewer a sense of time passing by slowly – a tactic used to engrave the images and information on the viewer.</li> </ul>
6:35	SHOW: HOUSE	

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6:43	Progressive Insurance	<ul style="list-style-type: none"> <li>- Insurance aimed to show authenticity and trust by having a lighthearted commercial but still remaining informative.</li> </ul>
6:44	Peloton Cycling (2 <sup>nd</sup> appearance)	<ul style="list-style-type: none"> <li>- Cycling classes in the comfort of your home.</li> <li>- Audience seems to be for those who don't want to go to the gym or be in a public setting.</li> </ul>
6:44	Home Advisor	<ul style="list-style-type: none"> <li>- A service meant to be used for all ages when searching for a home online.</li> <li>- The niche can range from elders to young adults</li> </ul>
6:44	Web.com: Custom Website	<ul style="list-style-type: none"> <li>- Those who want to build a website but have no experience</li> <li>- Shows that they get clients.</li> </ul>
6:46	Dish Network	<ul style="list-style-type: none"> <li>- Those who want more channels (mainly popular channels) in their service plan and cannot obtain that with their current tv plan.</li> </ul>
6:46	SHOW: HOUSE	
6:52	Deal Dash	<ul style="list-style-type: none"> <li>- A bidding website where you supplies are sold at low prices.</li> </ul>
6:53	Navage Allergy Pot	<ul style="list-style-type: none"> <li>- Nasal machine that helps release congestions</li> <li>- Aimed towards those who suffer from allergies.</li> </ul>
6:53	Online Game World of Tanks (4 <sup>th</sup> appearance)	<ul style="list-style-type: none"> <li>- Video Game that is army themed</li> <li>- Targeted at younger audiences</li> <li>- Online video game</li> <li>- America, Germany, and Japan were mainly stated, coincidentally corresponding with WORLD WAR II</li> </ul>
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