

Name of video clip (song):

Artist:

Year:

Type of clip

Narrative / Promotional / Performance / Music / Symbolic

Clip Aim

1. To promote performers to new audience
2. To sell more albums to music to an established audience
3. To create a market for the performers' style of music
5. To develop market awareness of the group/performer
6. To market a performer/group's new album or concert
7. To maintain airtime for an established group or performers
8. To break through to a wider market share of the music audience

Clip Ingredients

Lyrics: (What's the song/music clip about)

Setting & scenery:

Camera shot types:

Mood of clip (how do you know this):

Other interesting things of note: