

A **ROOM** with a view of the future

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Child's play

Telling a story from a child's viewpoint or using observations of a child's life that resonate with our own memories of childhood, can be an effective and powerfully persuasive way to sell a product or service to us adults.

From Fiat's obvious message to the more subtle and emotional approach of the home depot, here are five recent examples of advertisers using elements of childhood in their adverts.

1 Home Depot says thank you.

Home depot: Thank You. By letting the children talk about something they want to talk about (mom and dad), in a place they feel comfortable in, such as their own bedroom, and then giving them the space to run around, play or hold their favorite doll, the Home Depot's TV ad is able to capture genuinely relaxed, expressive and touching footage of the children of Home Depot employees.

TV ad: [YouTube](#)



Agency: Lucky Post The Richards Group, Dallas

2 Mabe eco friendly toy box TV ad

Mabe turn sustainability into something fun for kids and make the grown up's aware that they share the same concerns about the environment as they do.

This TV ad is also good example of how using the products of a child's imagination such as the cardboard castle, the pretend car and building a cardboard rocket, can illustrate grown up ideas such as home ownership, car insurance and manufacturing.

TV Ad: adsoftheworld.com



Advertising Agency: Maruri Grey, Ecuador

3 Fiat's cool safety TV ad

Fiat: Hero Hug. Fiat pulls off two-pronged attack with this ad, children will want them and parents will see it as a great way to make sure their kids wear their seat belts.

Super Hero's aside, this ad goes to show how important the idea of protection and safety, especially of children, is to consumers.

In this case it's enough to get you to buy one brand of car over another.

TV Ad: [YouTube](#)



Agency: Leo Burnett Brazil

4 Windows gives us the kids view

Windows Phone: things kids say. A funny ad that will ring true with many parents of young inquisitive children.

Although there is only one main subject, the boy, this ad is a great example of how to add interest and variety to a shoot, by changing the scene, the angle and the lighting of each shot.

It goes to show you don't need lots of people in your shoot to produce a lot of great stand-alone images.

TV Ad: [YouTube](#)



Advertising Agency: *Jam, London, UK*

5 Snap shots of childhood from the Milk Alliance

Milk Alliance. This ad features some great childhood moments that will strike a chord with many adults (drinking milk by the glass being one of them).

This ad is also a great example of how rich a source material childhood can be for photography and how getting the best shots of children is often a result of the shoot being a fun experience for everyone involved.

TV Ad: adsoftheworld.com



Advertising Agency: DDB, Vancouver, Canada



Summary

Shooting tips from this weeks trend.

When taking pictures of children its good to get them doing something they like to do. The different games children play are often great visual metaphors for grown up, real world situations and advertising concepts.

Your car can provide the perfect setting for protection and safety concepts.

To add interest and variety when you are shooting with one model, make sure to change all of the other elements of your shot.

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