

Learn Animation Writing in Part by Studying Those TV Toy Ads

If you're interested in learning how to write animation, one of the best things you can do is study TV toy ads. These ads are often very well-written, and they use a number of techniques that can be applied to other types of animation writing.

One of the most important things to learn from TV toy ads is how to create a strong hook. The hook is the first few seconds of your ad, and it's what will determine whether or not people stick around to watch the rest. A good hook will be attention-grabbing and make people want to learn more about your product.



How to write animation scripts with sample script: Learn animation writing in part by studying those TV toy ads by Daniel Ankele

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Here are a few tips for creating a strong hook:

- **Use a surprising or unexpected image.**
- **Ask a question that your audience will want to answer.**
- **Make a bold claim about your product.**
- **Use humor to make your audience laugh.**

Once you've created a strong hook, you need to keep your audience engaged with the rest of your ad. This means using strong visuals, interesting dialogue, and a clear call to action.

Here are a few tips for keeping your audience engaged:

- **Use visuals that are eye-catching and relevant to your product.**
- **Write dialogue that is natural and engaging.**
- **Use a clear call to action that tells your audience what you want them to do.**

By following these tips, you can write animation that is both engaging and effective. And who knows, you may even be able to sell a few toys in the process!

The Benefits of Studying TV Toy Ads

There are many benefits to studying TV toy ads. Here are a few of the most important ones:

- **You can learn how to create a strong hook.**
- **You can learn how to keep your audience engaged.**

- **You can learn how to use visuals, dialogue, and sound to create a compelling story.**
- **You can learn how to write for a specific audience.**
- **You can learn how to market your product effectively.**

If you're serious about learning how to write animation, then studying TV toy ads is a great place to start. These ads can teach you a lot about the craft of writing, and they can help you develop the skills you need to succeed.

How to Study TV Toy Ads

There are many different ways to study TV toy ads. Here are a few of the most effective methods:

- **Watch ads online.** There are many websites where you can watch TV toy ads online. This is a great way to get a sense of the different types of ads that are out there and to see what works well.
- **Record ads from TV.** If you have a DVR, you can record TV toy ads and watch them later. This gives you the opportunity to pause, rewind, and rewatch the ads so that you can study them in more detail.
- **Attend industry events.** Industry events are a great place to learn about the latest trends in animation and to meet other people who are working in the field. You can also often find panels and workshops on animation writing at these events.

No matter how you choose to study TV toy ads, the important thing is to be consistent and to pay attention to the details. The more you study, the more

you will learn about the craft of writing animation.

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Studying TV toy ads is a great way to learn how to write animation. These ads are often very well-written, and they use a number of techniques that can be applied to other types of animation writing. By following the tips in this article, you can learn how to create a strong hook, keep your audience engaged, and write animation that is both compelling and effective.



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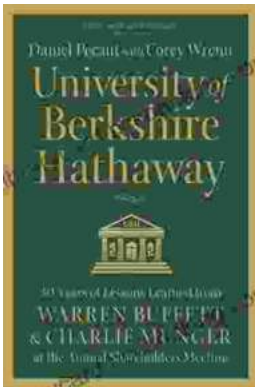
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