We are planning to create an ‘old timer’ advertisement in B&W with a male voice over to fit the conventions of a 50’s commercial ad. Our concept is to introduce futuristic pill through a retro video.

We also created poster advertisements → location was picked to be a diner. We played around with the fonts to make it correspond to the old ads. Although the ‘chill pill’ logo looks futuristic to match the theme of retro-futurism.