



CREATIVE BRIEF

Brief Number: 1

Topic: Poster

An outdoor poster, as words and/or images only. Clever use of media will be in a later brief. This week, just focus on what's in the rectangle.

Client: Sanitarium

Product: Up and Go Blends

Target audience: Busy young people

Key insight: Young people are trying to fit more into their days, so are less likely to eat breakfast at home

Proposition: The fastest brekkie

Reasons to believe:

- Handy on-the-go popper carton
- Australia's #1 liquid breakfast is now available in three delicious and on-trend flavour combos
- All the ingredients you'd expect for breakfast - fruit and nuts, milk and oats, with no added sugar.





Caution

DO NOT OBSTRUCT
CLOSING DOORS

Leave earlier





CREATIVE BRIEF

Brief Number:

2

Topic:

Outdoor Poster / Billboard

Think out-of-home static and digital billboards, including special builds. Anything that can be contained within the paid media space (e.g. an experiential action on a paid billboard site is fine. A flash mob is not)

Client:

ADT Home Security

Product:

Interactive Home Security

Target audience:

Homeowners across Australia

Key insight:

With more couples working and singles living alone, homeowners are spending more time away from their homes, and from the valuable people and things inside.

Proposition:

There when you're not

Reasons to believe:

- 24/7 live video stream of your home
- Check in on family or pets to make sure they're home safe
- Arm and disarm your security system remotely
- Turn lamps and appliances on at home, from wherever you are



Billboard detects and locks onto public faces, projecting uncomfortable close-up shots (5 seconds each).





CREATIVE BRIEF

Brief Number:	3
Topic:	Radio 30 second radio ad
Client:	UberEats
Product:	UberEats
Target audience:	Baby boomers (approx. 54-74 years old)
Key insight:	Baby boomers are more adventurous with their lifestyle than previous generations, but haven't yet adopted on-demand food delivery
Proposition:	Taste the world at home
Reasons to believe:	<ul style="list-style-type: none">• Restaurant-quality food at home• No need to call or travel to pick up• New flavours and cuisines to experience• Access to restaurants beyond your local area



UberEats Recommends

Posh Waiter:

This evening we recommend;

ravioli with wild roasted chestnuts, lemon scented ricotta, red wine stained track pants and freshly cracked pepper from Tuscany;

followed by a serving of seafood paella with fresh mussels, gorgeous saffron, a carefully wrapped towel on your head and spicy chorizo from Spain,

and to finish, an irresistible French self-saucing pudding, with rich dark chocolate, hazelnut praline crumb and as much Netflix you can binge until you pass out.

Down-to-earth VO:

Taste the world at home, with UberEats.



CREATIVE BRIEF

Brief Number:	4
Topic:	TVC / Cinema 30 second film ad
Client:	Australian Government
Product:	Childhood vaccination programs
Target audience:	Parents of children between 6 months and 4 years old
Key insight:	The long-term benefits of vaccines are hidden because they work. But the consequences of not vaccinating might see your child never grow up.
Proposition:	Let your child have a future
Reasons to believe:	<ul style="list-style-type: none">• All childhood diseases we vaccinate against can cause serious illness or death• All vaccines available in Australia have been thoroughly tested for safety and effectiveness and are continually monitored• Skipping or delaying vaccinations puts your child and those around you at risk of contracting serious illnesses



The first 4 scenes of the following are shot unstabilised, in home-video style.



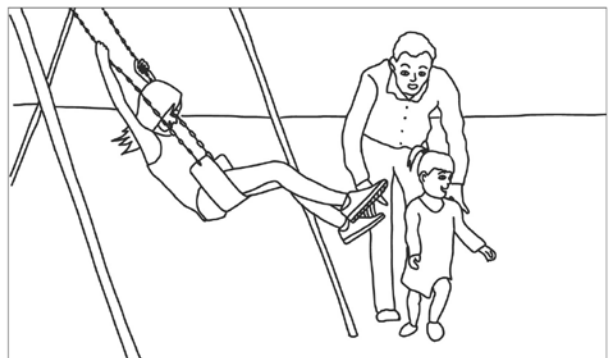
Dad runs after his son and saves him from being hit by a car at the last second.



Mum catches her falling daughter just as she's about to hit her head on a raised garden bed.



Mother quickly grabs coins from her infant child's mouth before she swallows them.



Dad saves child from being hit by a swing just in time.



Mother walking her child to daycare.

VO: Vaccinate your kids and protect them from what you can't.

**Vaccinate your kids and
protect them from what you can't.**



Australian Government



CREATIVE BRIEF

Brief Number: 5

Topic: Mobile

Anything on mobile that's inherent to the way people use it, or gets people to use mobile in a new way. This could include Tinder, Facebook, YouTube, Snapchat, Instagram, Spotify, Uber etc.

Client: Whitelion (www.whitelion.asn.au)

Product: Fundraising

Problem Young offenders are often perceived by society as inherently bad, meaning people feel less inclined to donate to a charity like Whitelion. The truth is, many young people end up in juvenile justice due to impossible choices and being victims of circumstances rather than being 'bad kids'. We need to change the public perception about these perpetrators, and help people understand what these troubled young people have gone through.

Target audience: Australian mothers of both kids and teens

Key insight: Mums know that kids 'act out' when there's something else going on for them. Maybe they're hungry, tired or anxious. Kids express their needs in the only way they know how.

They don't judge their kids as 'bad', but instead seek to understand what's happening under the surface.

Proposition: Help the kid behind the crime

Reasons to believe:

- Over 50,000 children and young people are in 'Out of Home' care, over 23,000 are homeless and 10,000 are in the youth justice system
- Young offenders have no access to services that can help keep them from returning to jail and break the cycle
- A donation to Whitelion helps provide practical support to young people - access to food, clothing and hygiene for individuals, or programs that deliver access to positive role models and a pathway to education and employment, helping to rehabilitate young offenders and also prevent at risk youth ending up in prison.



GRAFFITI GALLERY

Whitelion shares the stories of troubled kids through their vandalism, framing graffiti tags and adding title cards to turn them into art. Viewers can interact with their phone and hear the artist's story.



Artist story example:

I dunno why I did this – I was bored?
I guess I don't have anything else to do, cos I can't go home much.

My mum, she's got this boyfriend Rick, he's a d**k.
He hits her a lot. He tries to beat me too but I won't take it.
I don't know why she doesn't learn, Dad did this too.

VO: Understand what's happening beneath the surface.

Donate to Whitelion to provide support to kids like Matt and help them break the cycle.



CREATIVE BRIEF

Brief Number:

6

Topic:

Digital

Digital exists all around us. On desktops, Google, as innovative new technology, even as A.I. What can you use (or invent) in the digital space?

Client:

Dollar Shave Club

Product:

Razor delivery service

Target audience:

Men who shave

Key insight:

Shaving is a necessity, not a luxury. No one wants to pay too much for the basics.

Proposition:

The cheapest way to shave

Reasons to believe:

- Low-cost razors delivered to your door - reusable handles with replacement blades for the price of disposables
- Tailor your frequency of new products to suit you - monthly or every other month - so you only pay for what you need
- No fees to join

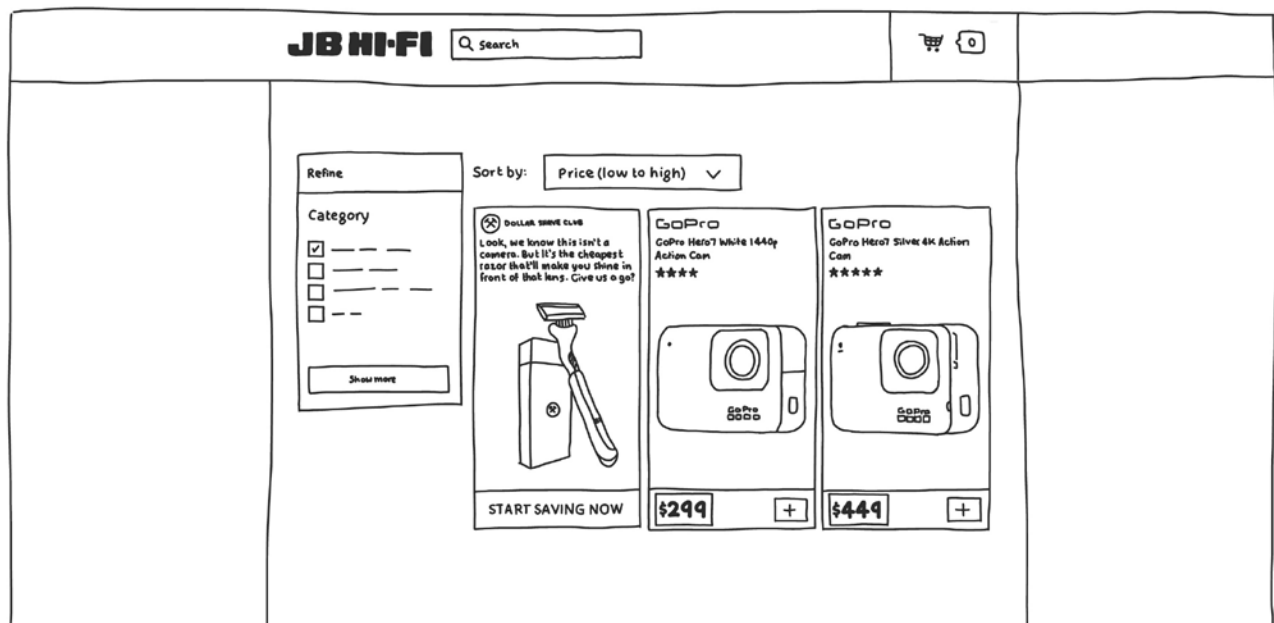
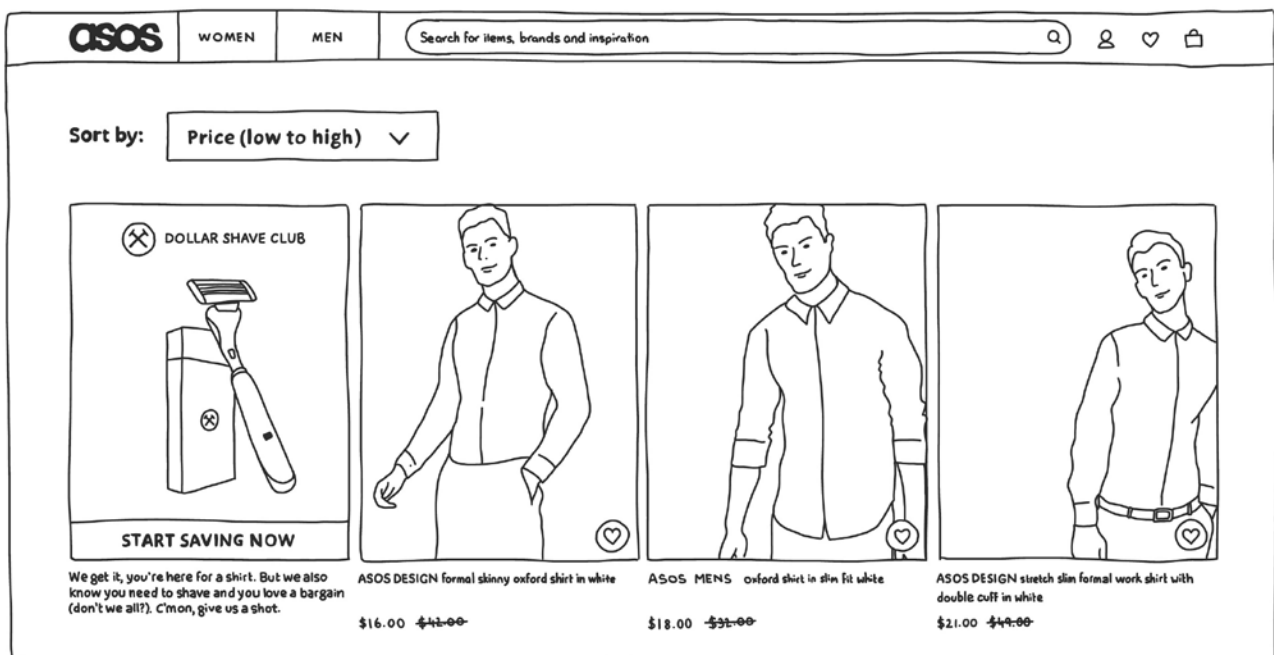




DOLLAR SHAVE CLUB

SORT BY CHEAPEST ▼

Utilising the 'sort by price: low-high' filter, Dollar Shave Club appears on leading online retail sites to target price-conscious men.





CREATIVE BRIEF

Brief Number: 7

Topic: **Experiential / Ambient**

An idea that consumers can interact with when they're out and about. Think about ambient media, stunts, pop up shops, installations, and experiences.

Client: CommBank

Product: Apple Pay

Target audience: CommBank customers with an iPhone

Key insight: While we've all been left stranded without our wallet, we never go anywhere without our phones.

Proposition: **A smoother way to pay**

Reasons to believe:

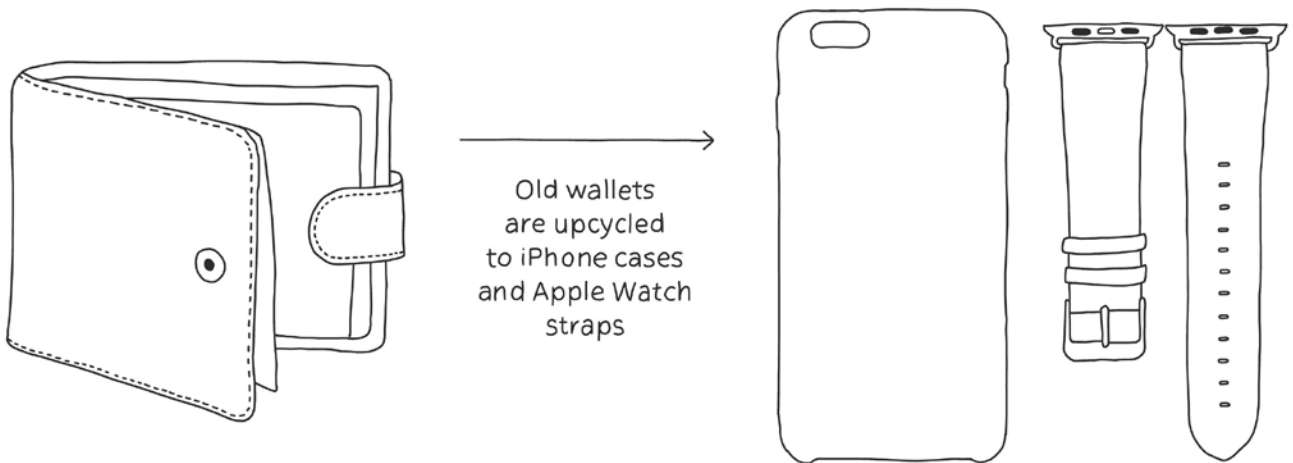
- Easy set-up on your iPhone
- Just tap your device on the terminal to pay
- Leave your wallet at home
- More secure than your physical credit or debit card
- Automatic storing of your receipts and transactions in the CommBank app



WALLET UPCYCLE

Apple Pay is the smoothest way to pay, so wallets are no longer a necessity.

Commonwealth Bank opens complimentary pop-up shops, repurposing their customers old purse/wallet to embrace the future of digital payments.





CREATIVE BRIEF

Brief Number:

8

Topic:

Media

Anything that redefines the *way* we advertise. A new product, a Netflix series, a new piece of tech, a social movement – something we’ve never seen before. Something that changes culture, how we consume advertising, and the way people think and talk about something.

Client:

TigerAir

Product:

TigerAir brand

Target audience:

Domestic travellers

Key insight:

Air travel is expensive, so sometimes means that we miss out on priceless moments of togetherness with friends and family who aren’t close to home

Proposition:

Unmissable moments are worth travelling for

Reasons to believe:

- TigerAir offers routes across Australia
- The events that matter most to you (reunions, sports events, weddings) only happen once
- Always low fares so you never have to say you can’t go



MISSING PERSONALITIES

The hosts of The Project are all absent for one episode.

No explanation is given that night. The next day, each host posts pictures online revealing they travelled to events thanks to Tiger Air and discuss on air.



Random fill-ins host the show for an episode.

Waleed Aly went to the Australian Open.



Carrie Bickmore and partner Chris at her high school reunion.





CREATIVE BRIEF

Brief Number:

9

Topic:

Integrated Campaign

You should have one central big idea that is executed across a minimum of three different channels that work best for your campaign idea and target audience. No media channel is off limits.

Client:

Volkswagen

Product:

Transporter van

Target audience:

Small business owners

Key insight:

Business owners are always seeking and capitalising on opportunities as they arise. They need a vehicle that can tackle anything business life throws at them.

Proposition:

The most flexible van

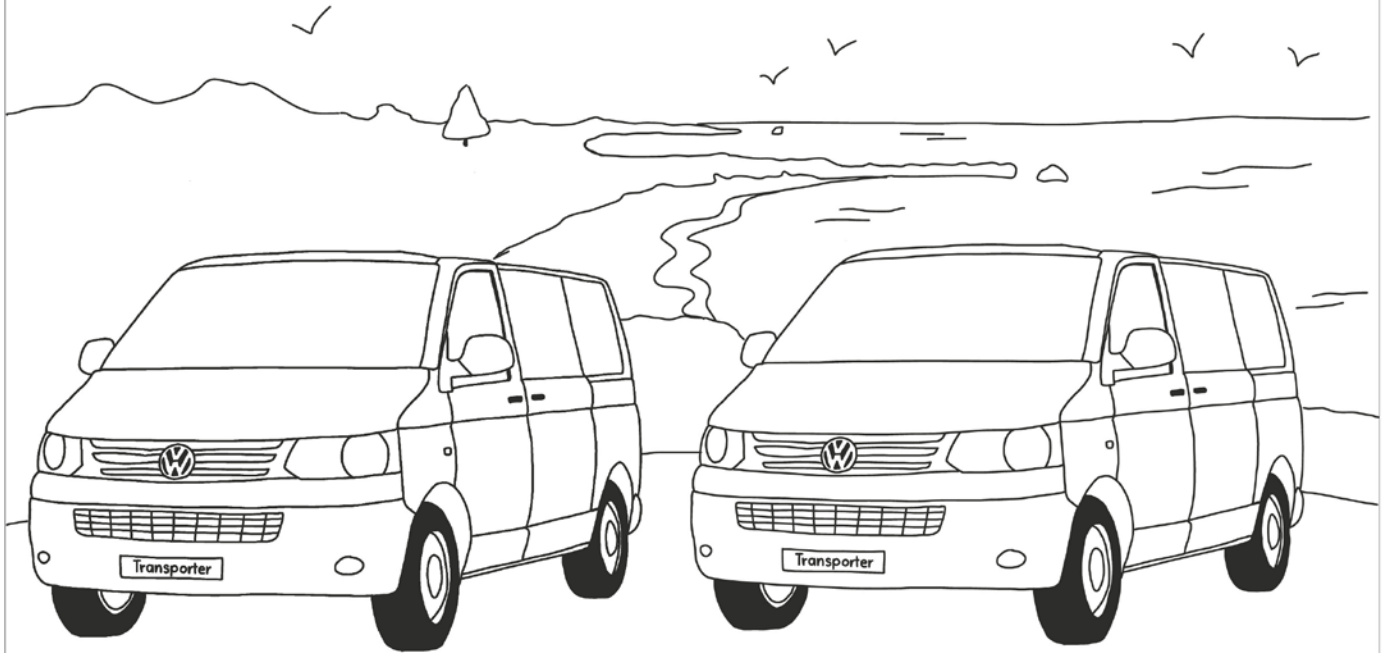
Reasons to believe:

- The Transporter can handle a large load
- Configure your van how you want it (roof height, doors or windows, and how many seats)
- 4Motion tech (all wheel drive) to tackle city and country roads



WORK WHERE YOU WANT

Flexible working arrangements and working remotely are on the rise. The Volkswagen Transporter is so flexible it can be anyone's portable workspace.



Ambient / Experiential:

Transporter Vans are fit-out and set up as hot-desks along the coast for the public to try out working remotely through their van.



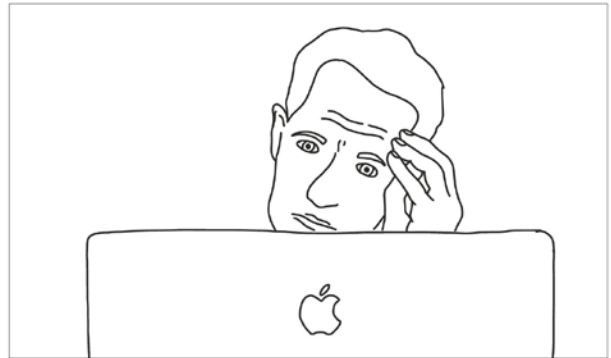
WORK WHERE YOU WANT

TVC Spot:

We see a man at his desk, looking very tense and concentrated.

His head slowly turns to the right as though he's reading a sentence, when suddenly he jumps off his seat and screams excitedly:

"Goooo James you little ripper!"



The camera flips to reveal he is actually reacting to his sons soccer game.

His son celebrates just having kicked a goal, hugging his teammates and then looking back at dad, waving happily.



The camera shows that Dad was watching the game from the portable office in the back of his Transporter Van.

He lets out another big cheer and throws his arms up as his son looks on.

VO: Work where you want with the Volkswagen Transporter.





**Work where you want with
Volkswagen Transporter**



Volkswagen

Brief Number:	10
Topic:	Strategy
Deliverables:	1/ New strategy and brief 2/ Accompanying creative idea
Client:	Bickford's Australia
Product:	Prune Juice
Target audience:	Young Singles (aged 25-35)
Key insight:	The first few weeks you're getting to know someone can be full of nerves, excitement and expectation, so the last thing we want is to be embarrassed by nature calling.
Proposition:	Choose when you go
Reasons to believe:	<ul style="list-style-type: none"> • Prune juice helps in regulating bowel movement which eliminates wastes from your body. • The juice contains large amounts of sorbitol, which creates a laxative effect. • Prunes are rich in fibre, adding bulk to your stool and helping to "hurry along" anything you've eaten the day before.



BATHROOM SYNC

Bickford's creates an app that times how prune juice reacts to your body, then allows you to set accurate calendar reminders for upcoming events.

