



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

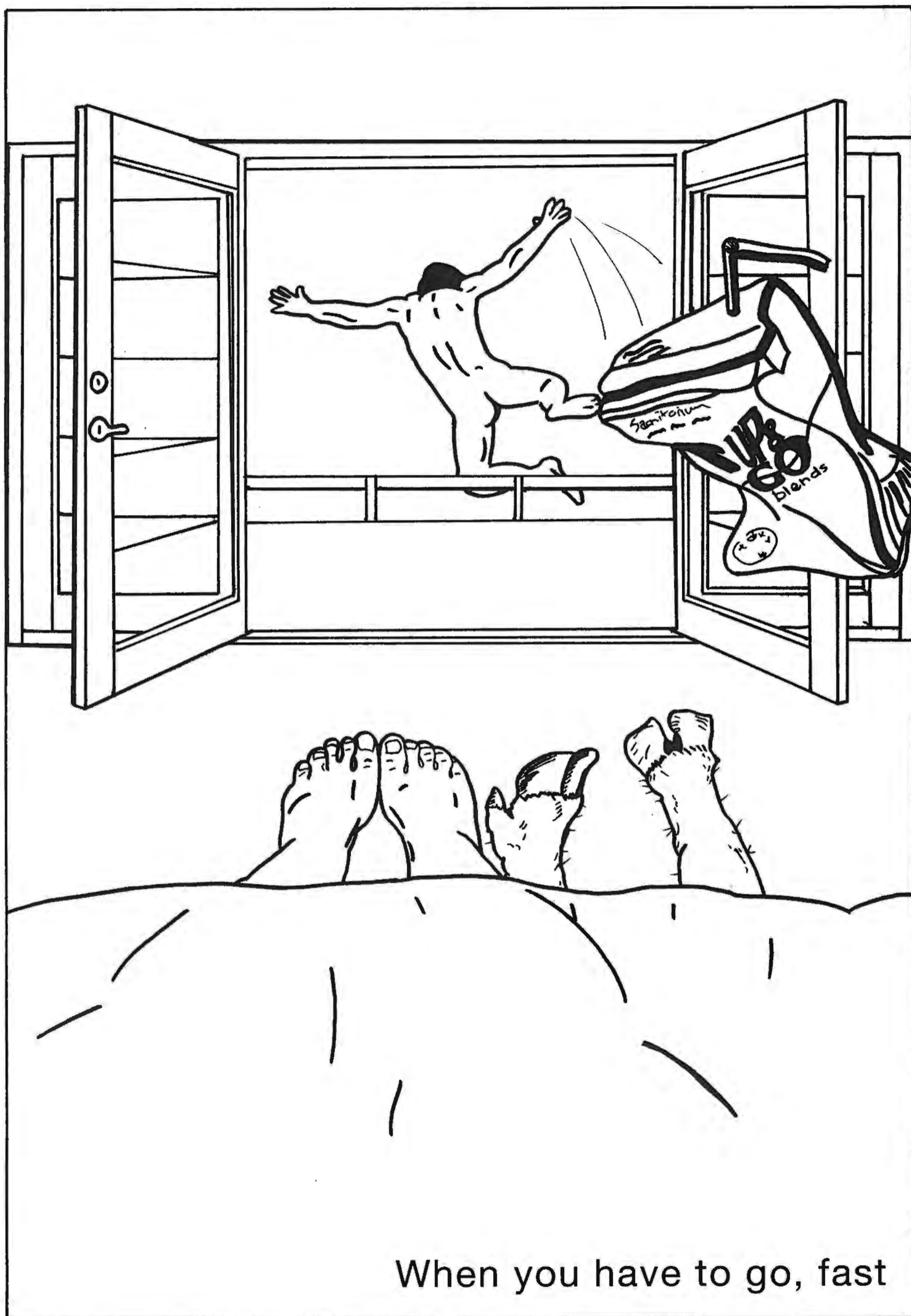
Key insight: Young people are trying to fit more into their days, so are less likely to eat breakfast at home

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.





When you have to go, fast



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.

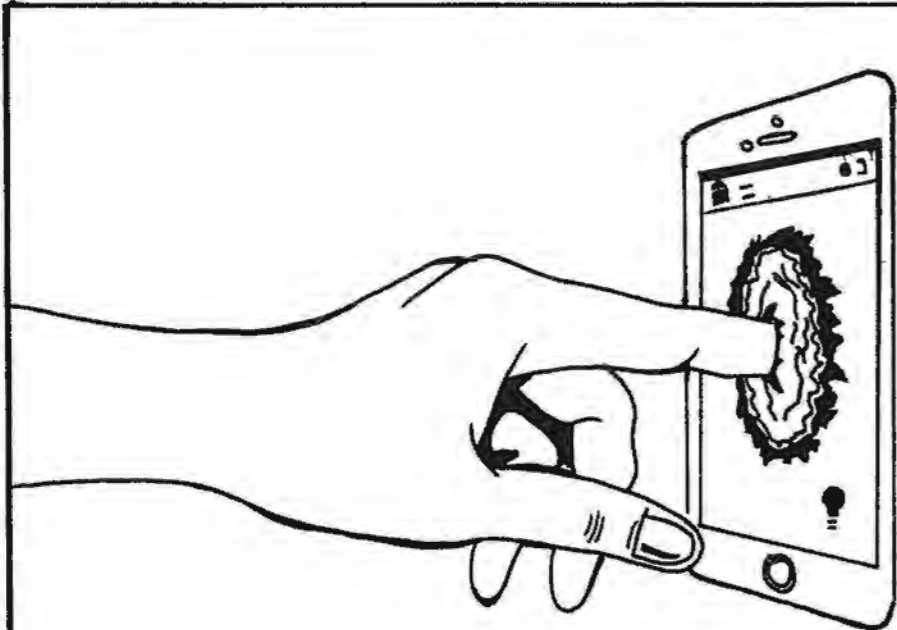
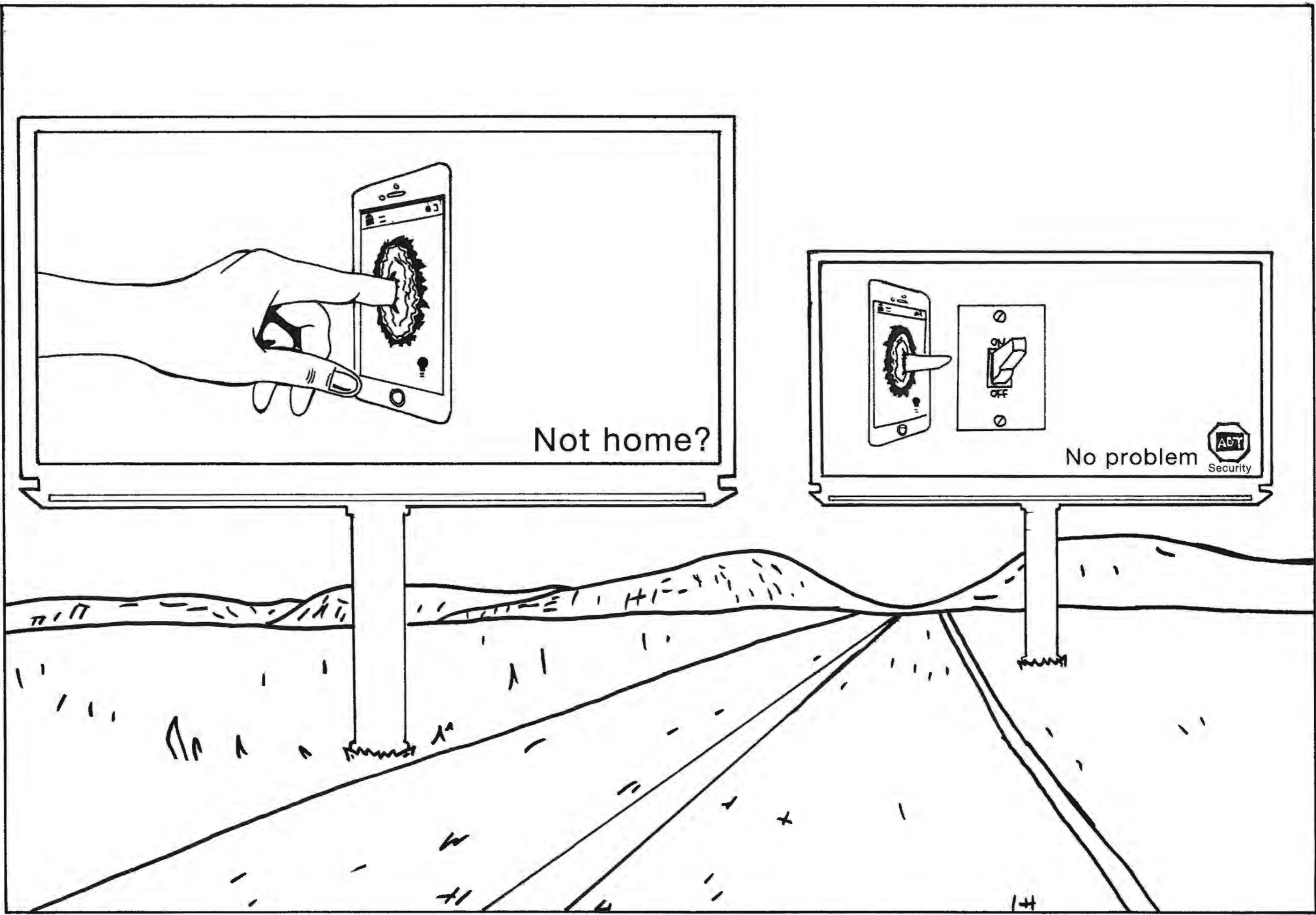
Proposition:

There when you're not

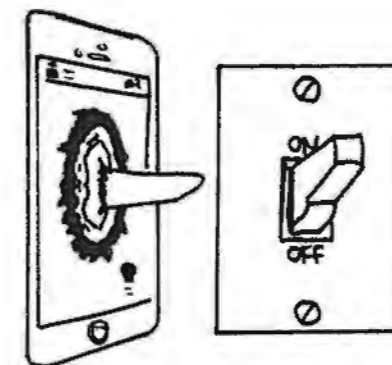
Reasons to believe:

- 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





Not home?



No problem





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:

- 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



The Affair

Male: I wouldn't say my marriage was rocky, but after 20 years it became a little bland. I found myself craving something else, something with more spice. So, I cheated. I knew I was in trouble when she entered the room, her smell left me weak. The sneaking, waiting until my wife was gone made it even more fun. We experimented and she introduced me to her exotic friends. She made me feel 18 again. One night, I took a risk. I invited her to meet my wife and 30 Minutes later she was at my door. My sweet Pad Thai and my sweet wife were face to face.

Licking her fingers clean, my wife winked

Female (sexy): Mexican next week?

Male: It's a date

MVO: Uber Eats: Taste the world



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.

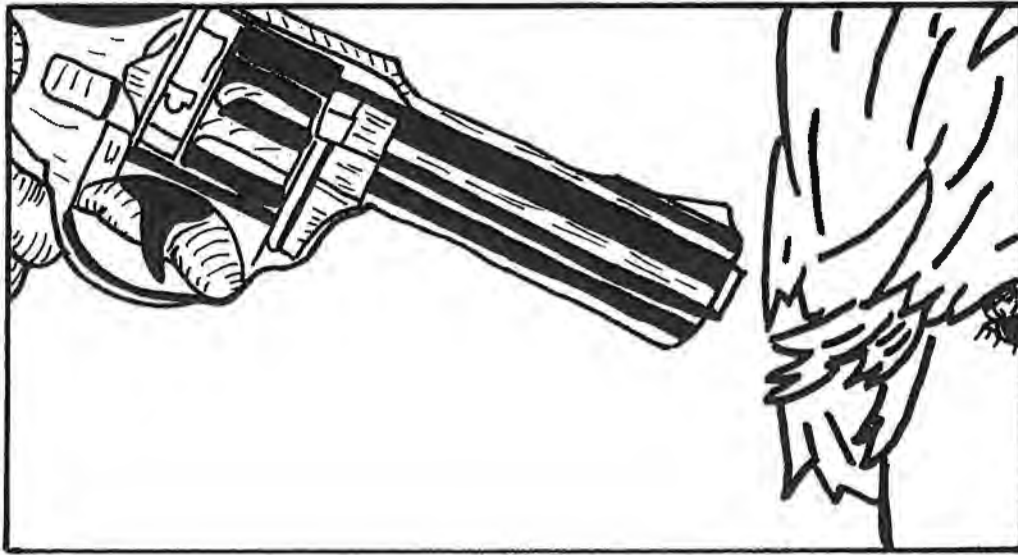
Proposition: **Let your child have a future**

Reasons to believe:

- 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



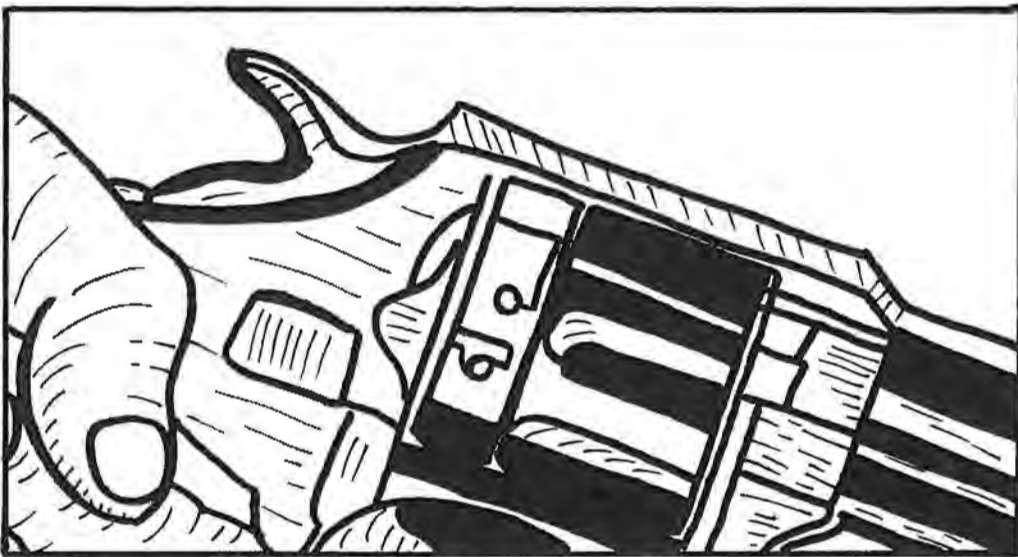
Roulette



Scene opens close up on a gun and unrecognisable head.

Zooms in

SFX: Mostly silence, quiet sobbing



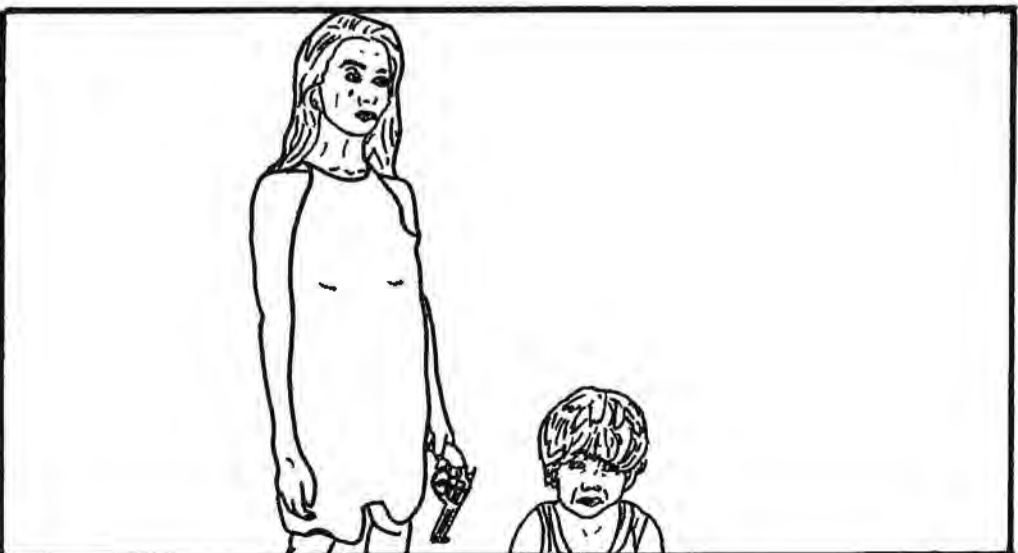
Camera continues to zoom towards firing pin. Trigger is pulled and firing pin clicks forward

SFX: gun 'click', exhale of relief



Camera zooms out, revealing the head belongs to a young child

Child: sobbing



Camera continues to zoom out and reveals the mother is the shooter

MVO: You wouldn't gamble with your child's life...would you?

Vaccinate your kids



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.



Struggle Street

Insight: We travel our streets every day, oblivious to the misfortunes that happen around us.

Idea: Uber riders are given the option to "Take a ride with (case study name)". Along the route to their destination, they're informed about a true juvenile crime/story that happened in the locale. Riders can proceed to learn more about the White Lion charity and round their fare up or donate any desired amount.





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



Fortnite: Dollar Shave Club Razor Royale

Insight: Gamers are often scruffy and unkempt.

Thought: How do we get gamers to stay presentable? We take the Dollar Shave Club to one of the biggest games in the world.

Idea: Fornite introduces the Dollar Shave Club Razor Royale event to ensure all gamers are kept well groomed.

Note: Fornite is a game where the goal is to be the last character standing. Players use weapons to defeat opponents and a Harvesting Tool to collect materials to build with. It has an in-game store. The Fornite featured items all become exclusive Dollar Shave Club related. Available for 1V Buck (Fortnite currency) or looted in game.

FORTNITE Dollar Shave Club RAZOR ROYALE

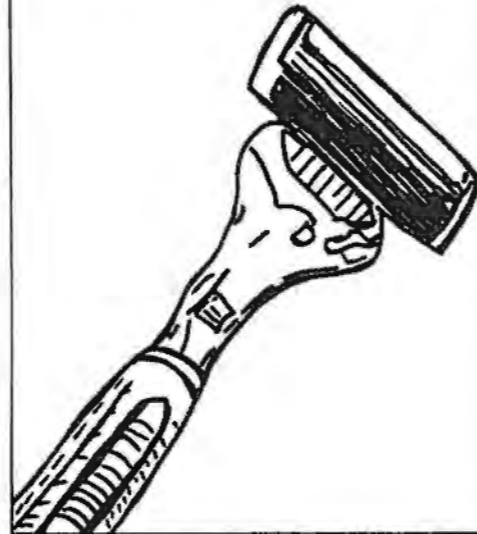
FEATURED ITEMS

Pick your style



Dollar Shave Club
Well Groomed Guy
outfit

V1



Dollar Shave Club
Razor
harvesting tool

V1

DAILY ITEMS



Moustache Twirl
emote

V1



Dollar Shave Club Man
outfit

V1



Abe
outfit

V1



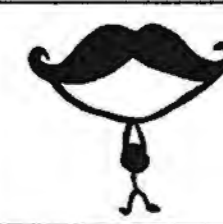
Hairless Guy
outfit

V1



Make it Rain
emote

V1



Flying Mo
glider

V1

The Dollar shave club experience:

- Hitting someone with your Razor Harvesting Tool shaves their beard (if they have one, don't worry it will grow back).
- Packages are delivered in-game by mail-drop or bought in store. Any of the Dollar Shave Club items can be within. Fight for yours.
- Every 30 strikes with your Razor Harvesting Tool, it will change into one of the other Dollar Shave Club razors.



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



Recyclapple

Idea: An exclusive clothing line, turning old leather wallets into luxurious fashion

Activation: We introduce Recyclapple, a pop-up shop where entry and purchases are only granted by swiping your Apple Pay





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

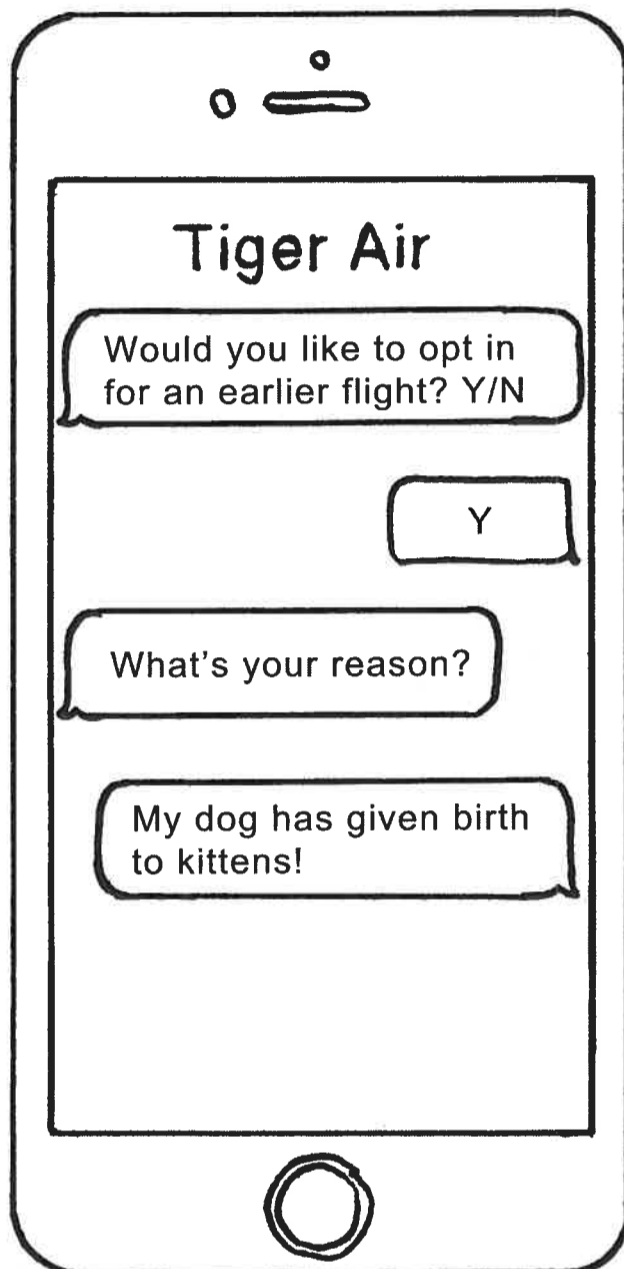
Reasons to believe:

- 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

Flight swap

Insight: Getting an earlier flight isn't always possible

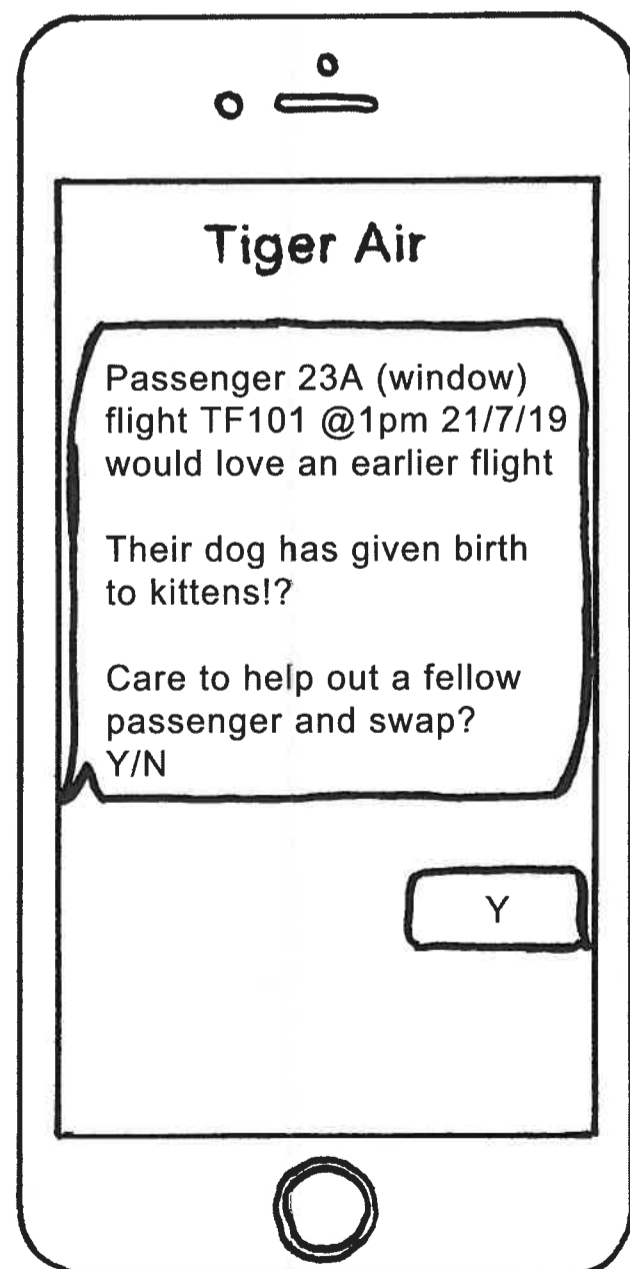
Idea: The SMS service that helps you make the moment



The Tiger Air flight reminder text (the day before) includes the option to swap to an earlier flight IF someone is willing to swap.

A reason needs to be given.

Passengers from earlier flights receive a text with the request and can swap if they choose.



tigerair



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



The Van that Can

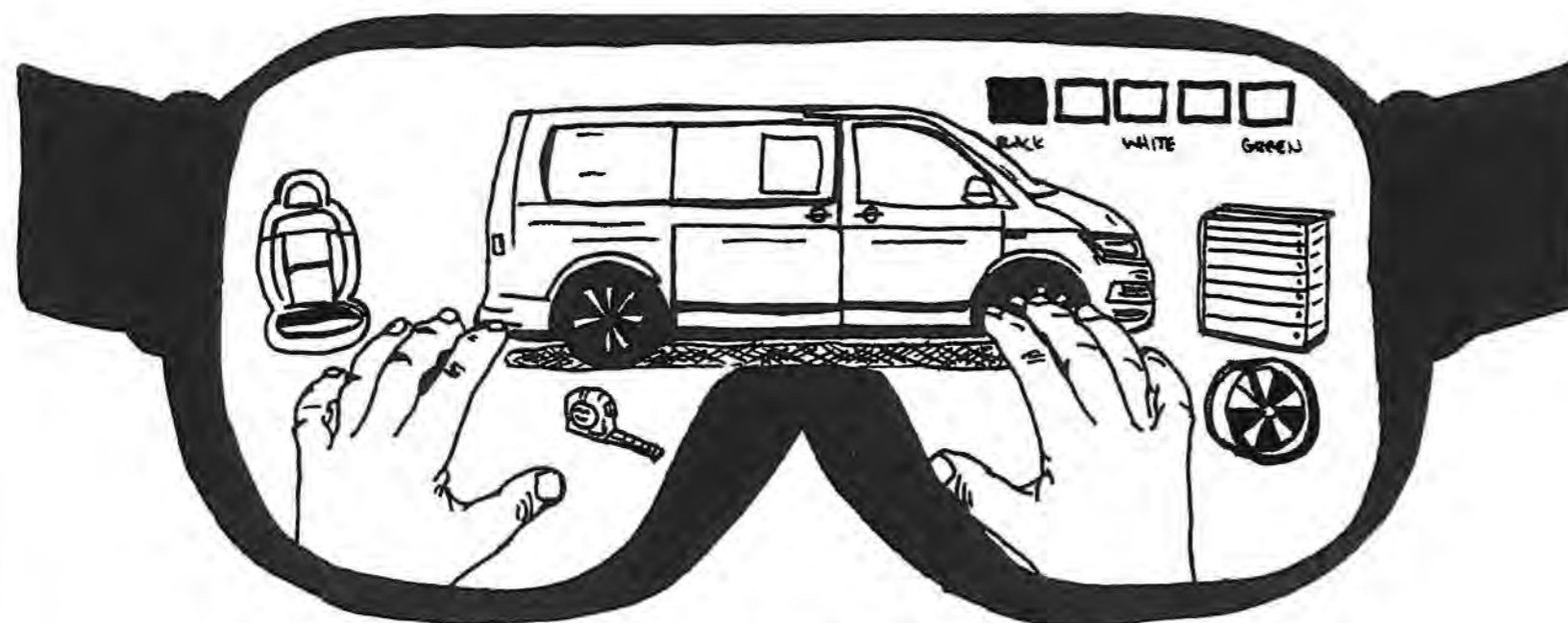
Insight: Business owners require a car that can do exactly what they need it to

Idea: Show people that the VW Transporter Van can be virtually anything

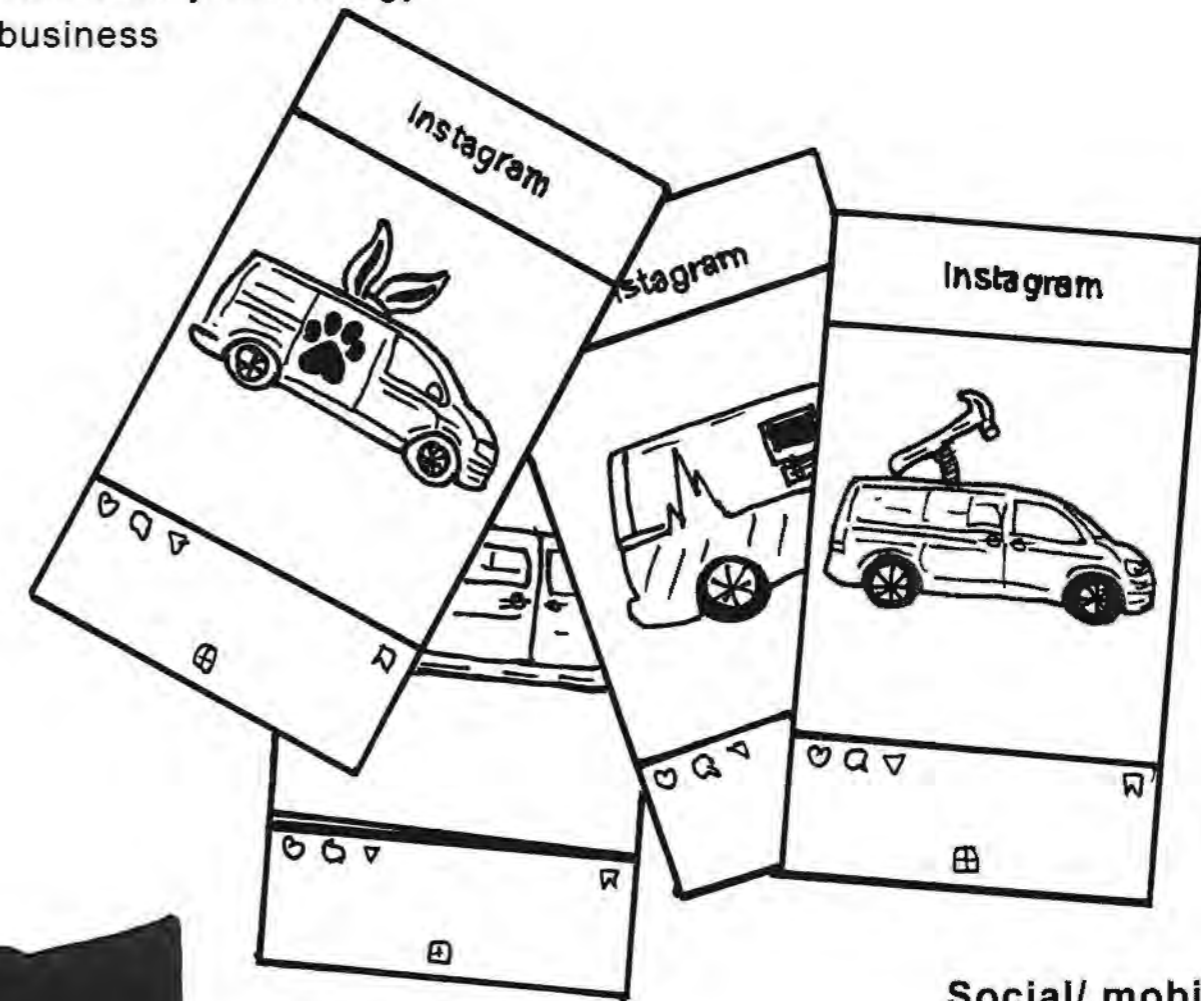
Digital experience

People are given the option to fully configure their own VW transporter using virtual reality technology.

Our vans will be located at popular Bunnings Warehouses. A hotspot for small business



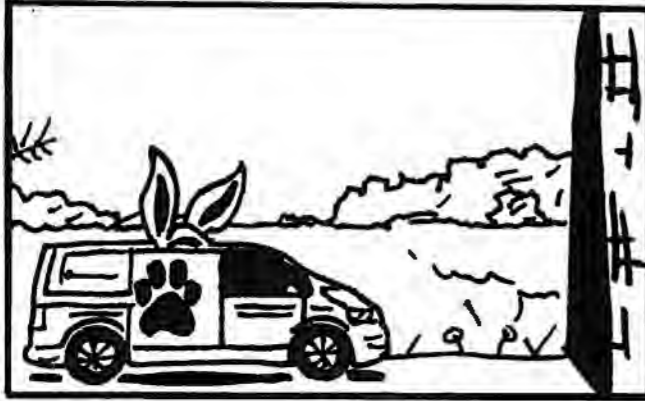
Virtual reality goggle view



Social/ mobile

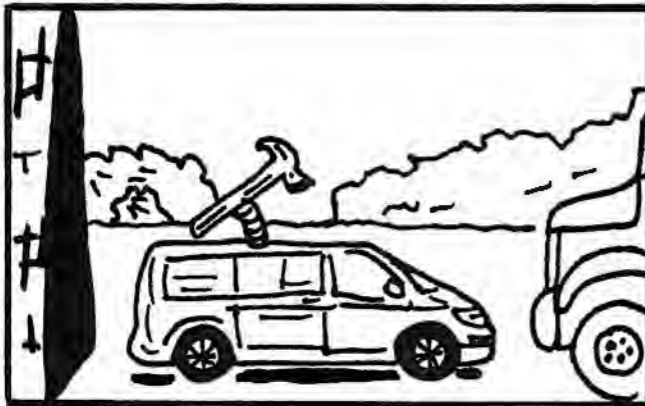
Designs are upload to VW socials. Designs with the most traction online will appear in the television commercial

Television Commercial

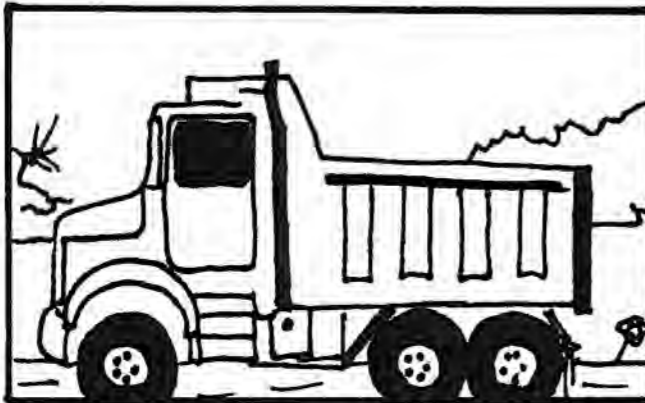


Opens on a Transporter Van cruising, custom setup for a pet business

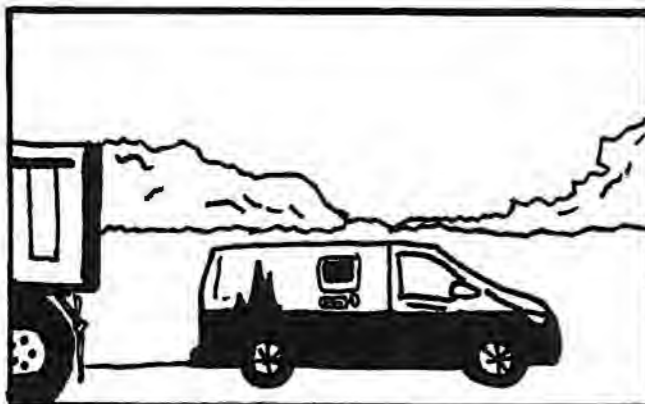
Enters a tunnel



The van exits the tunnel, it has turned into a tradie van



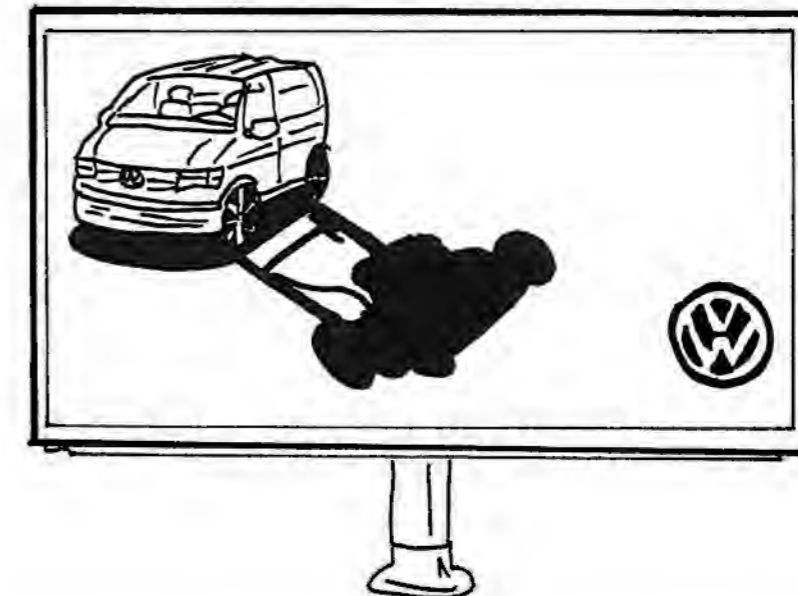
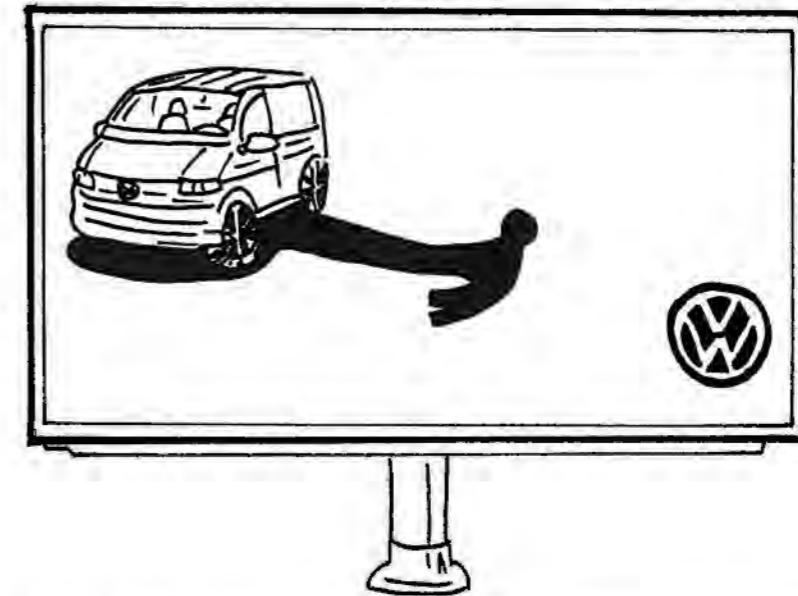
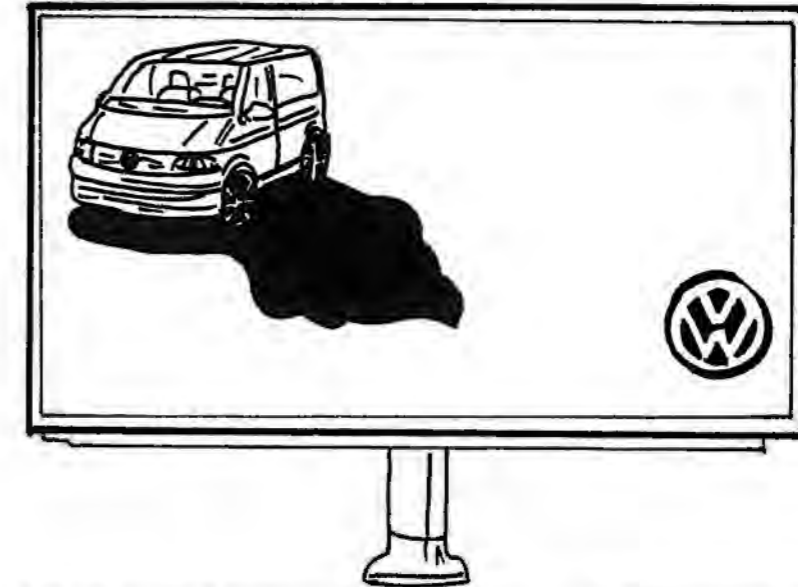
A truck zooms in front blocking the view



The truck is gone, the van is now a mobile computer repairer.

MVO: VW Transporter Van, virtually anything

Billboard



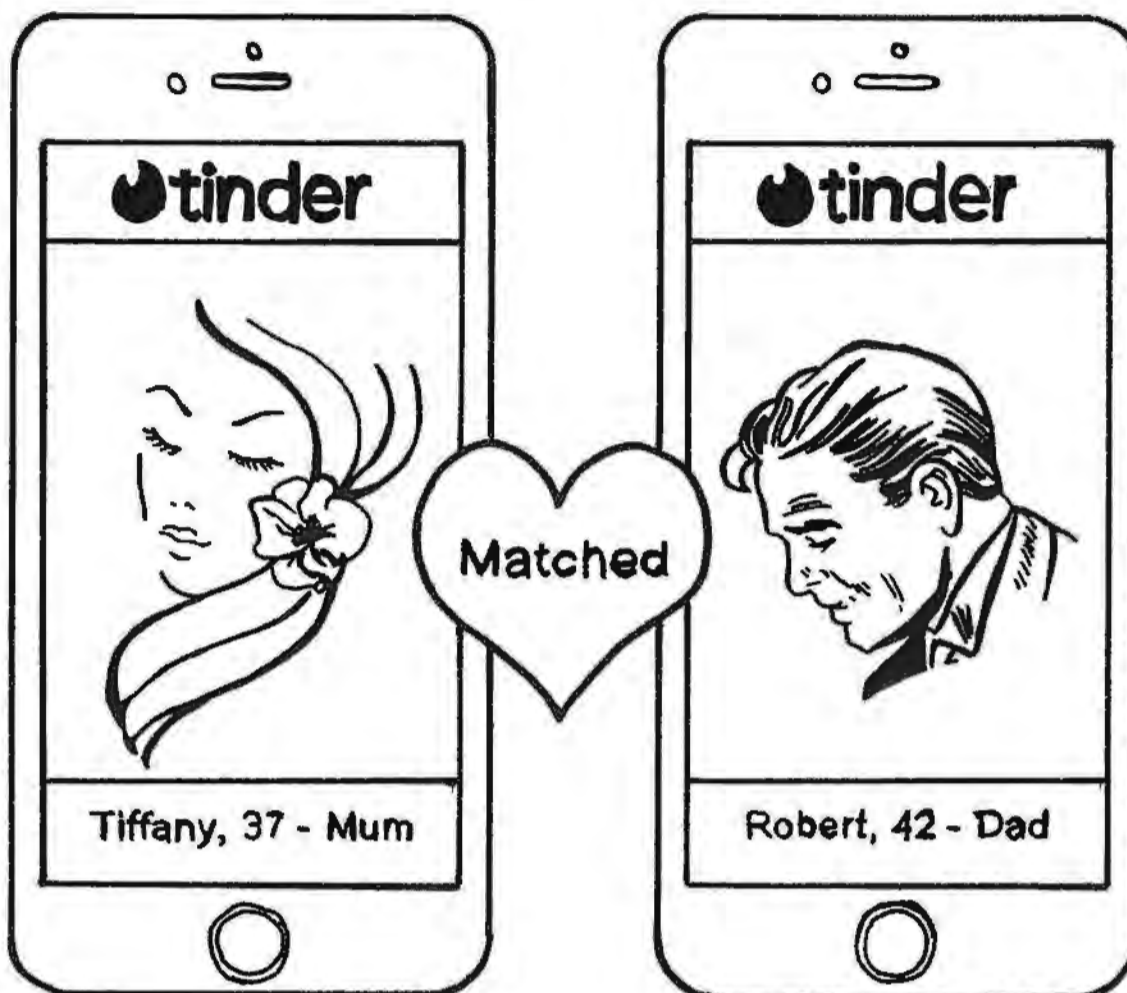


Brief Number:	10
Topic:	Strategy
Deliverables:	1/ New strategy and brief 2/ Accompanying creative idea
Client:	Match Group
Product:	Tinder
Target audience:	30 - 50 year old single parents
Key insight:	Single parents may think they're out of the dating game because they have kids. Tinder is an easy way to connect.
Proposition:	There's still hope
Reasons to believe:	Easy and convenient mobile platform There are plenty of single parents out there Top dating application Safe and cheap

Second Chance Romance

Insight: Being a single parent can be a deal breaker in the dating game

Idea: We give single parents the opportunity to recognise each other on Tinder and help them out with the kids by partnering with Event Cinemas.



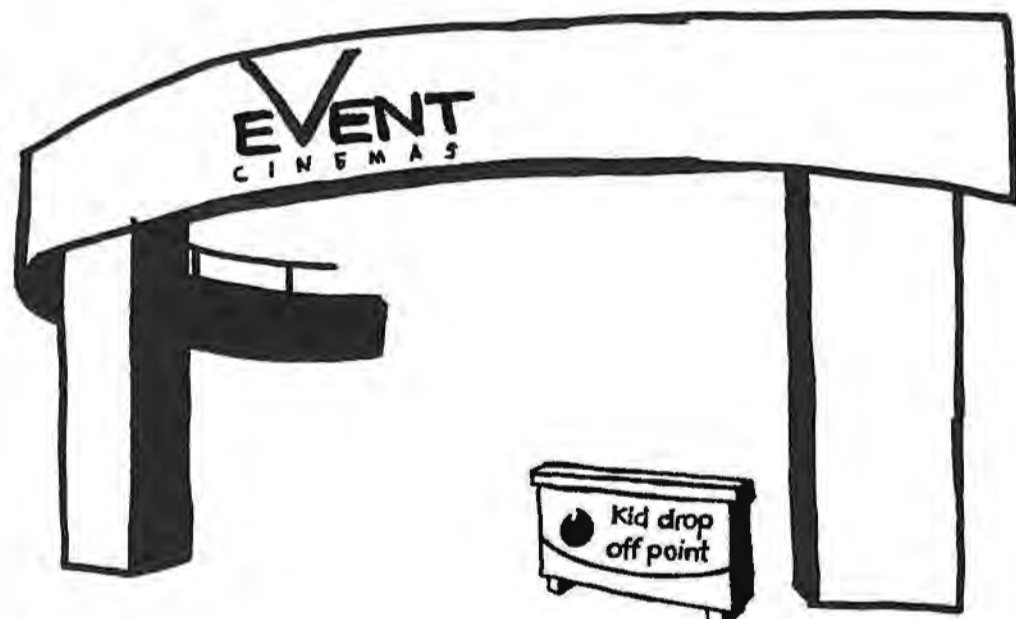
Tinder allows single parents to opt-in for the Second Chance at Romance

Potential matches that are also parents will have the additional tag Mum or Dad added to their profiles.



As a parental match the couple is gifted movie tickets for their kids.

They can drop their kids off at the designated location and will be texted 30 minutes prior to the movie finishing.



Our match uses this rare alone time to get to know their date. And potential, second chance at romance.