



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.



Breakfast is better.





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



How does
Santa know
who's
naughty or
nice

The Tooth
Fairy never
has to guess
which
pillow



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



UBEREATS – RADIO SCRIPT

Grandfather's Breasts

V/O: When you're ordering Thai food, pronunciation is important.

MAN: Could I just get some pu ob woon sen for takeaway?

V/O: You may think you ordered steamed noodles with crab, but really you said,

(Jazz music plays) (Passionately) I'd like some noodles off of grandpa's broad, masculine chest
for takeaway.

(Echo overlap) **GRANDFATHER VOICE:** (Seductively) Hello there...

(Music halts)

V/O: Satisfy your cravings—Whatever it may be. Order 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:

- 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



Those around you

Your actions as a parent does not only affect your child, but others too.



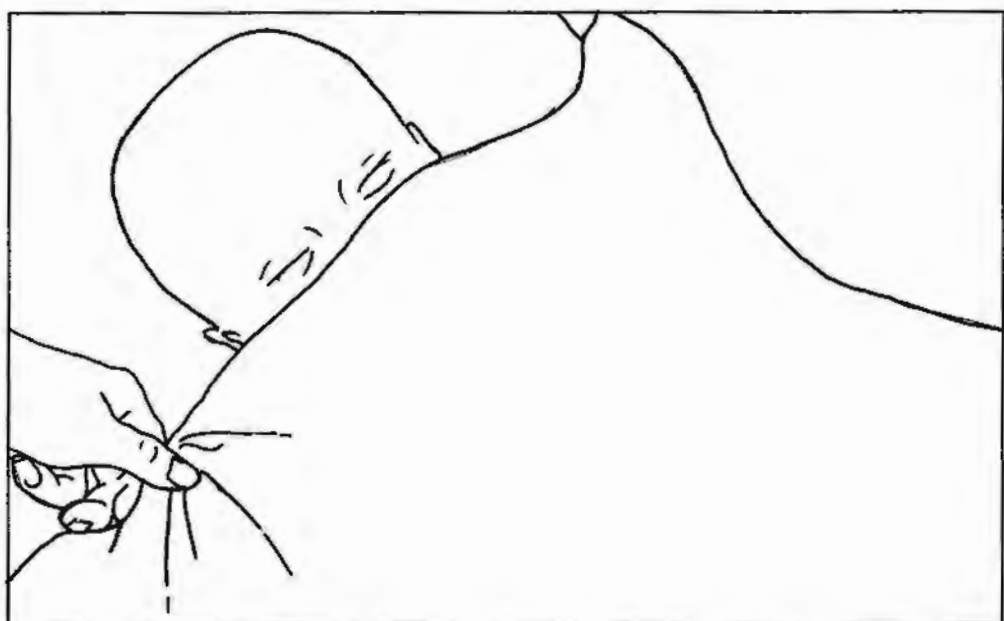
We start close-up on a kid around 3 years old with a peaceful smile on his face.

V/O: This is John.

V/O: A year ago he was diagnosed with cancer.



V/O: After a long battle he became a survivor.

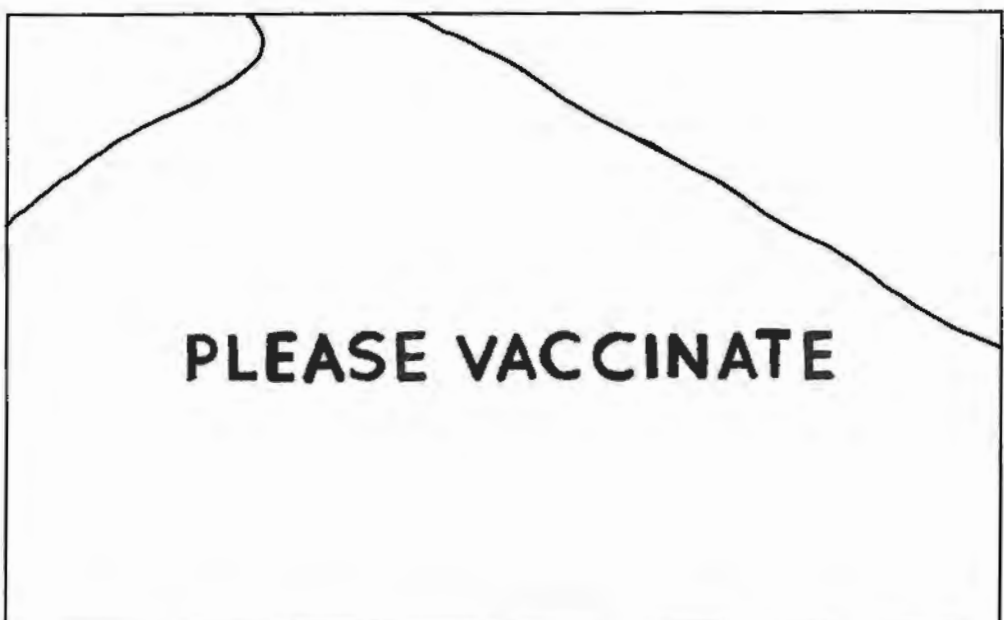


V/O: The chemotherapy left his immune system weakened.

A hand comes into the screen and pulls the blanket over his face.

V/O: He couldn't be vaccinated.

V/O: Later that week, John had caught the measles.



The background blurs.

V/O: Please vaccinate.

SUPER: Please Vaccinate.

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.

StolenLife

Insight: Mums are now shopping online more than ever, always looking for the best bargains.

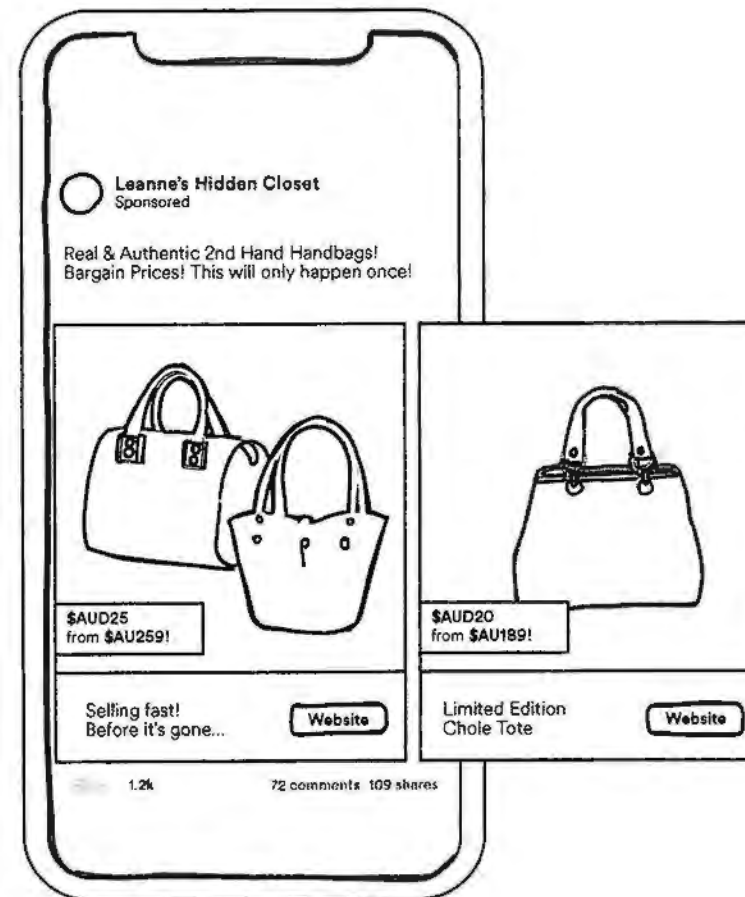
Idea: We create instagram posts featuring pre-owned designer handbags. When target mums tap on the products they see that they are priced impossibly low. When they go to purchase the bags we reveal that the bags were in fact stolen. The mums are then redirected to the WhiteLion's website with a case study on the child behind the stolen handbags.

Instagram



This would also work in apps like Gumtree & Ebay.

Facebook



Once they click the link they will be redirected to the Whitelion's case study of the kid behind the crime.



They will then have the option of being able to **donate the cost of the handbag** they were originally going to purchase, or volunteer in order to help out. Otherwise they can share the post on their facebook feed and urge others to click through.



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

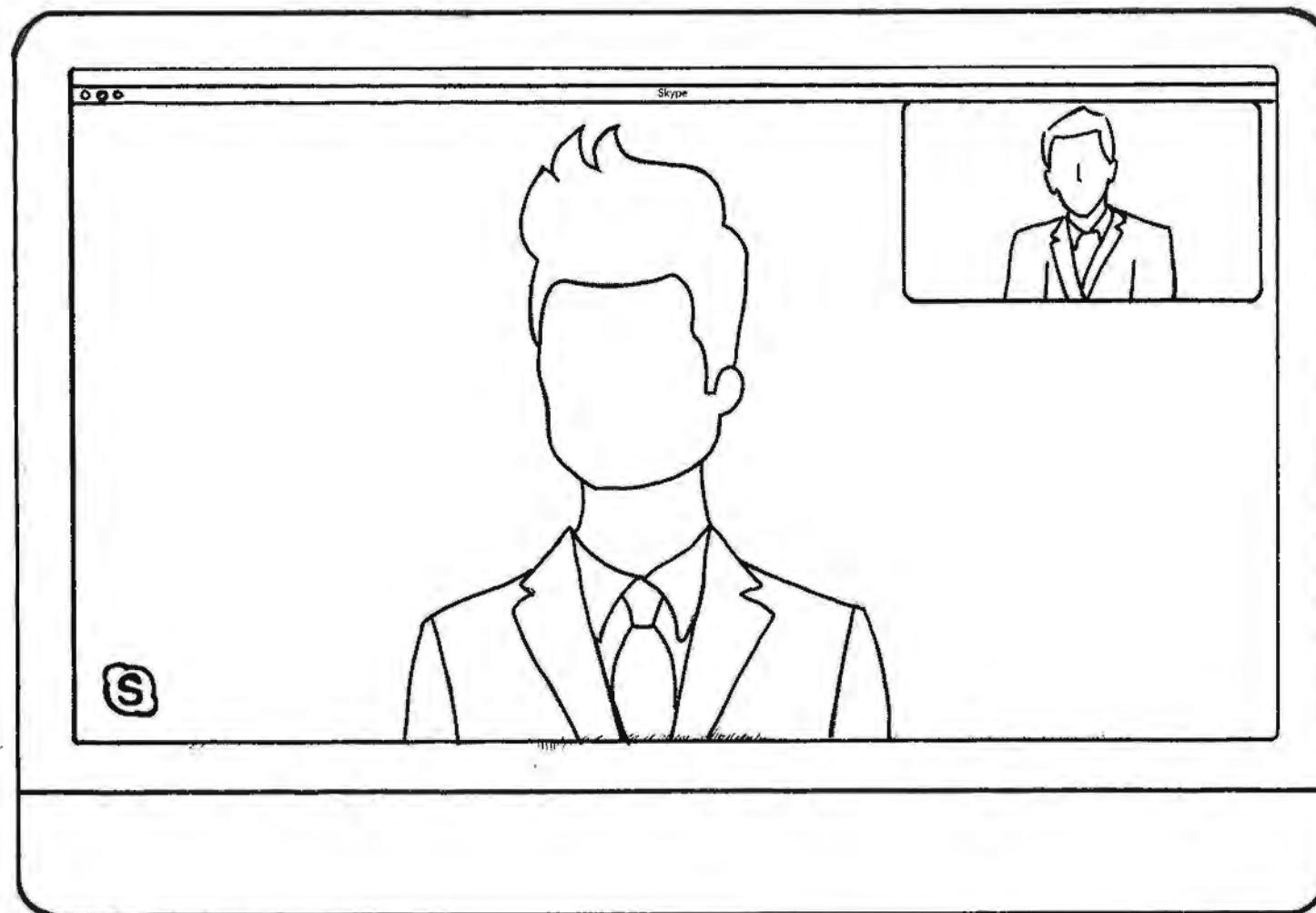


SCREEN SHAVER

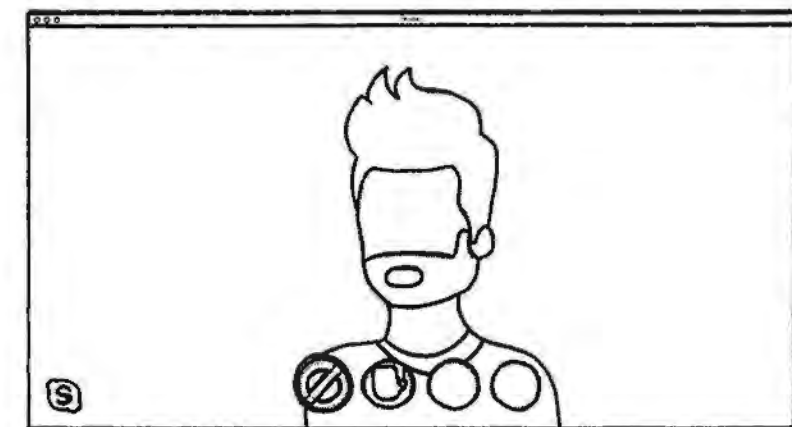
Insight: Sometimes life gets in the way of shaving or self grooming.

Idea: Forgetting to shave shouldn't cost you a good first impression. Screen Shaver is a Skype filter which allows guys that didn't have time to shave with that clean-shaven look. They can now look immaculately groomed for their last minute interview or overseas concall. **All for the cost of nothing.**

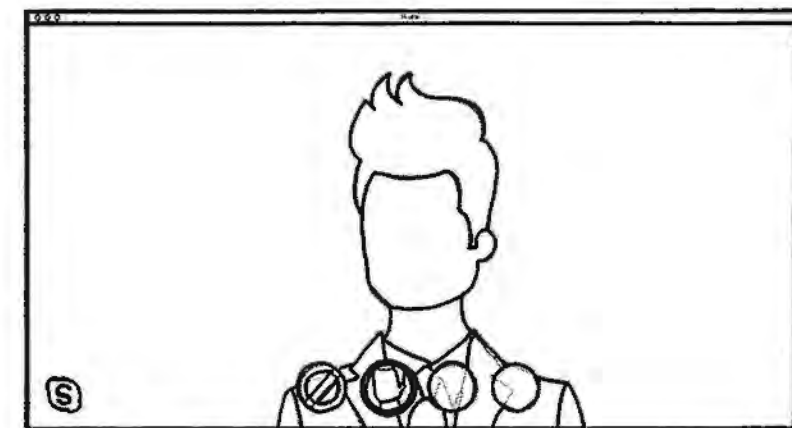
What they see



Before



After



* can also be implemented in BlueJeans



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

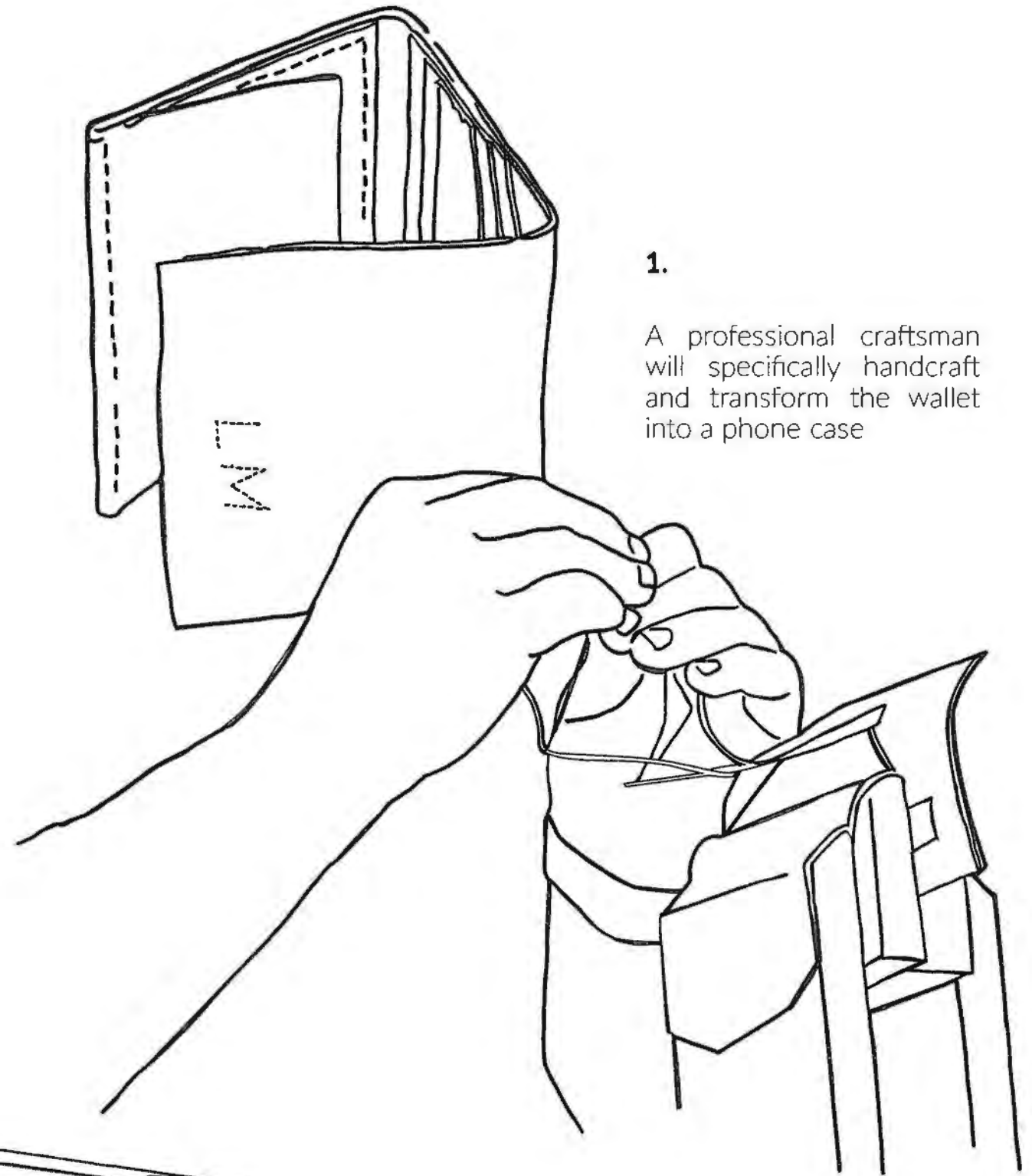
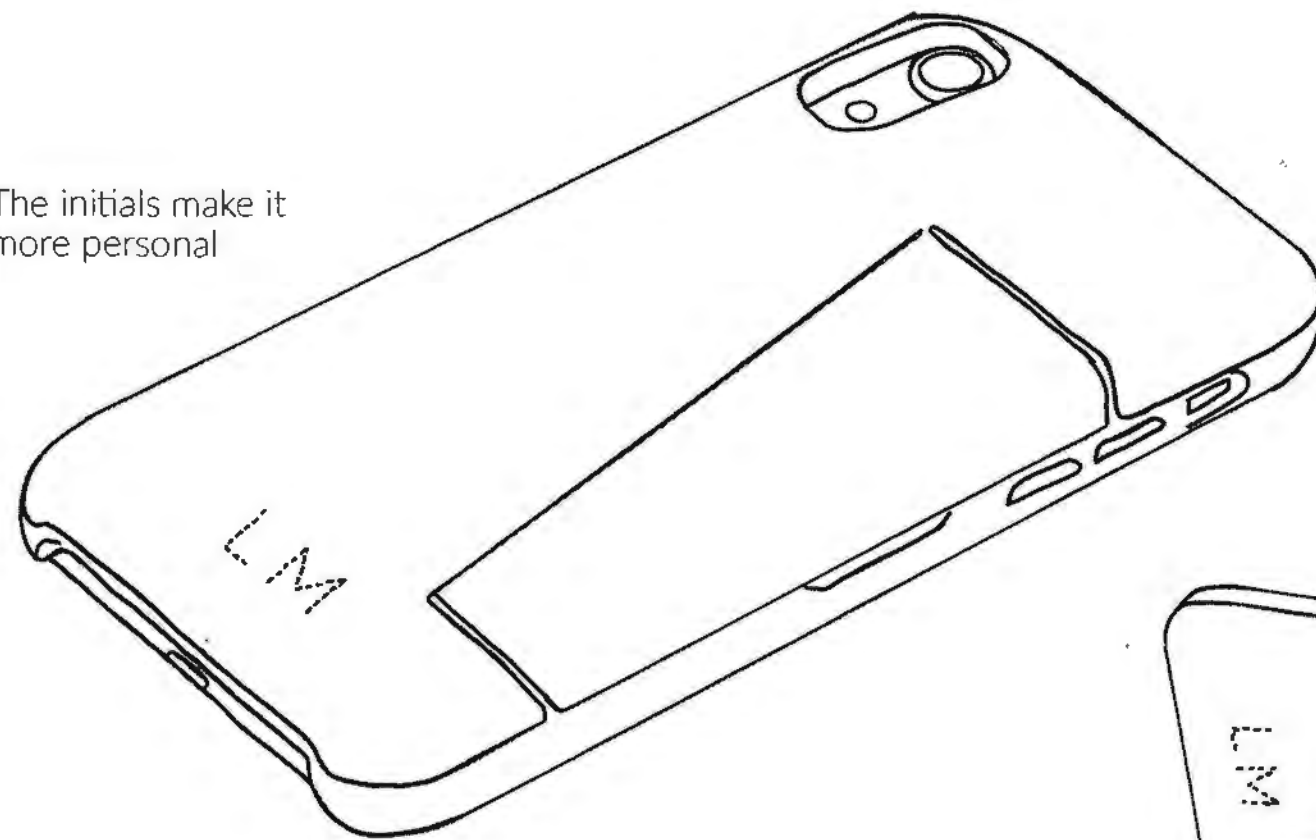


CURRENCY CON✓ERTER

Insight: A lot of people are hesitant to let go of their wallet due to the sentimental value.

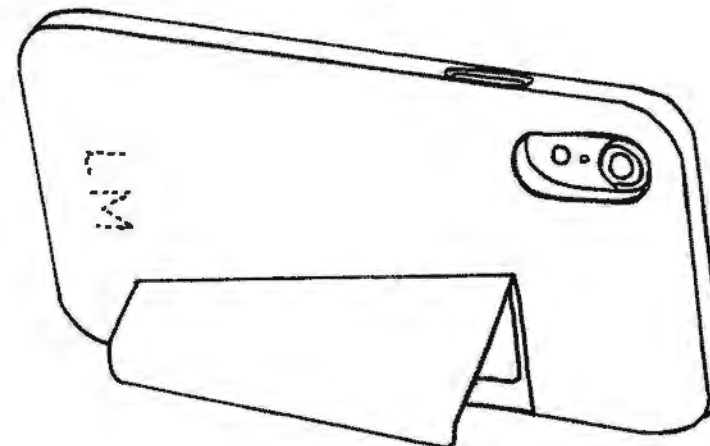
Idea: To convince people to switch to ApplePay and leave their wallets behind, we open an experiential pop-up store that lets them convert their wallets into phone cases.

The initials make it more personal



1.

A professional craftsman will specifically handcraft and transform the wallet into a phone case



2.

This allows CommBank's customers to switch to a smoother way to make and receive 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

tigerair

DIAGNOSING FOMO

Insight: The fear of missing out on an event or gathering can cause a person extreme anxiety, negatively affecting their mental health.

Idea: We create a study to analyse whether FOMO is a real condition. To do this we take ads out in newspapers calling for participants in a clinical trial. A team of doctors and psychologists will analyse the data and formally make a diagnosis. **TigerAir will then offer a free flight for those who are diagnosed.**



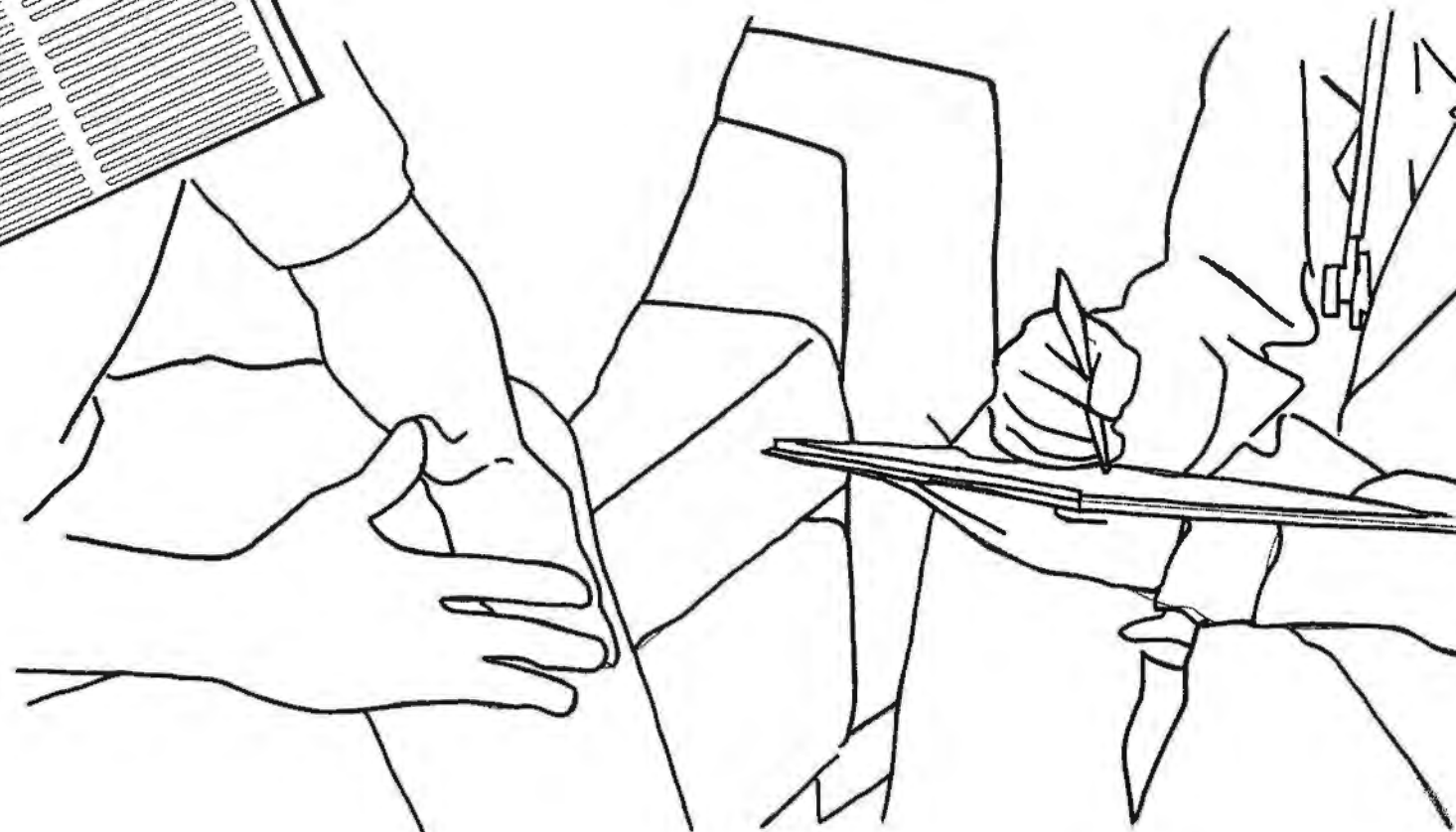
1.

Call out for clinical trial participants in newspaper ads

*(This will presumably be picked up by other media)

2.

A research paper is published and a diagnosis is made

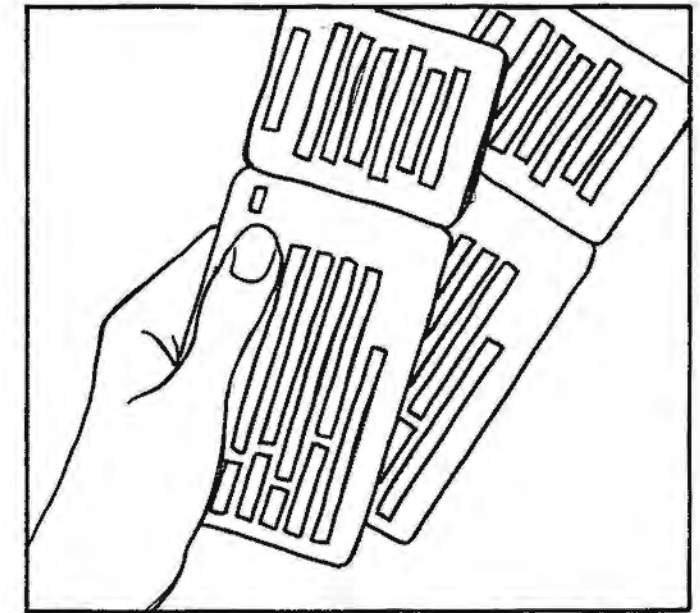


3. #FOMOISREAL

Instagram



ashyx



98 Likes

ashyx Thank you so so much to TigerAir for this amazing gift. Finally it's real! I can't explain how many times someone has told me that I was making it up, and that it wasn't a real thing.
#FOMOISREAL #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



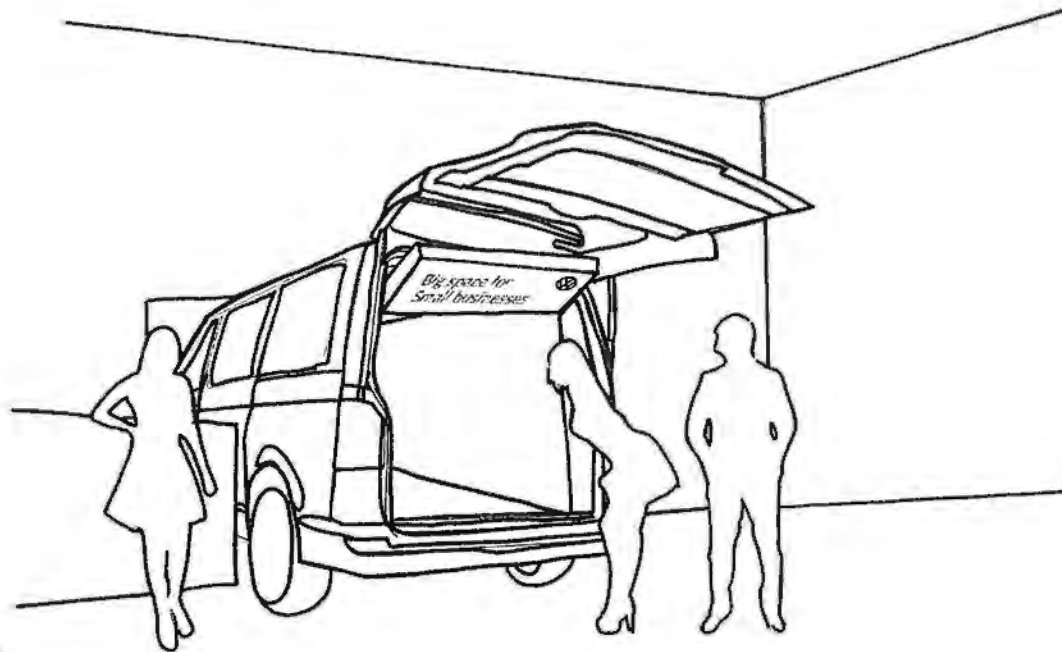
Volkswagen Unloaded

Insight: When looking for a transport vehicle small business owners tend to visualise what can fit.

Idea: To show Australians that the volkswagen van is suitable for any small businesses, we show just how much we can fit in--like, *really fit in*-- by unloading it all in public.

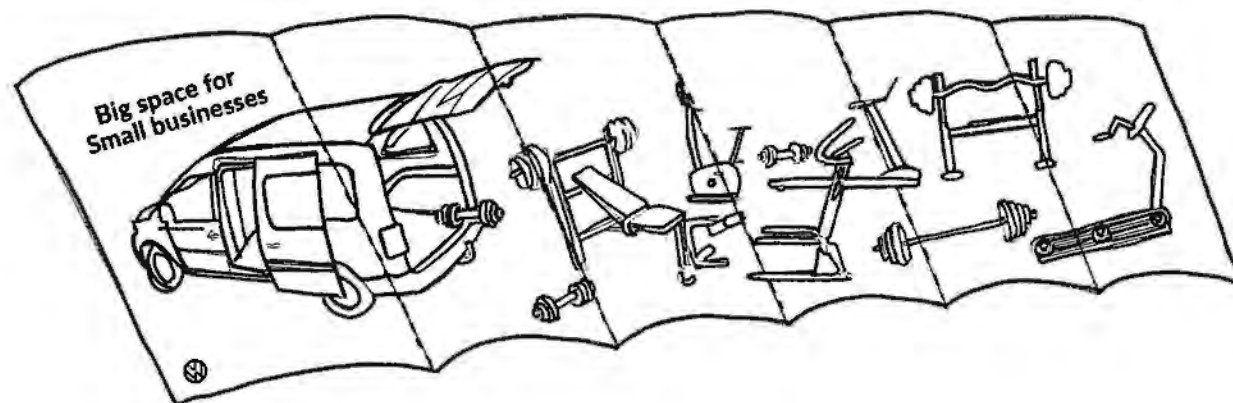
Outdoor

For a weekend, the volkswagen van will become the **exit doors** to a night club.



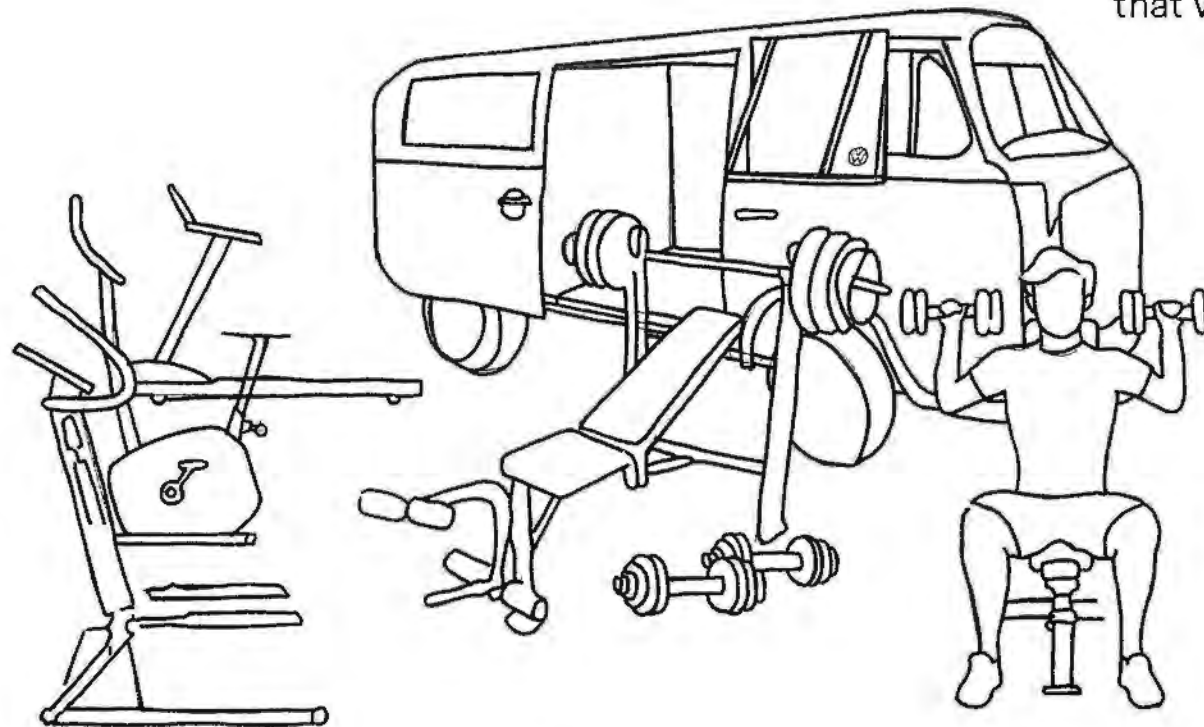
Print

To show that the amount of things the volkswagen van can unload in a magazine fold-out



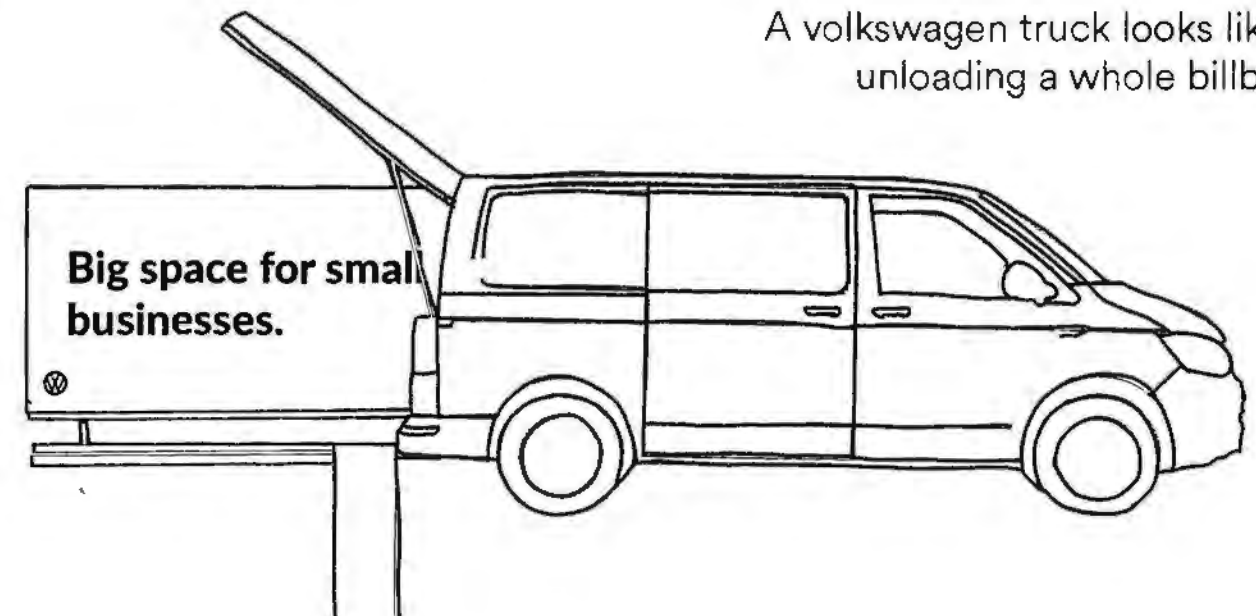
Experiential/Ambient

We set up a full scale gym with all the equipment around Brisbane that were all unloaded from the volkswagen van



Billboard

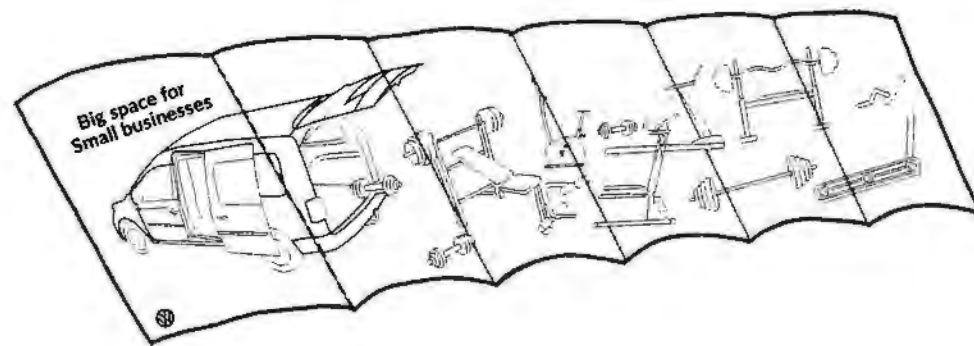
A volkswagen truck looks like it's unloading a whole billboard



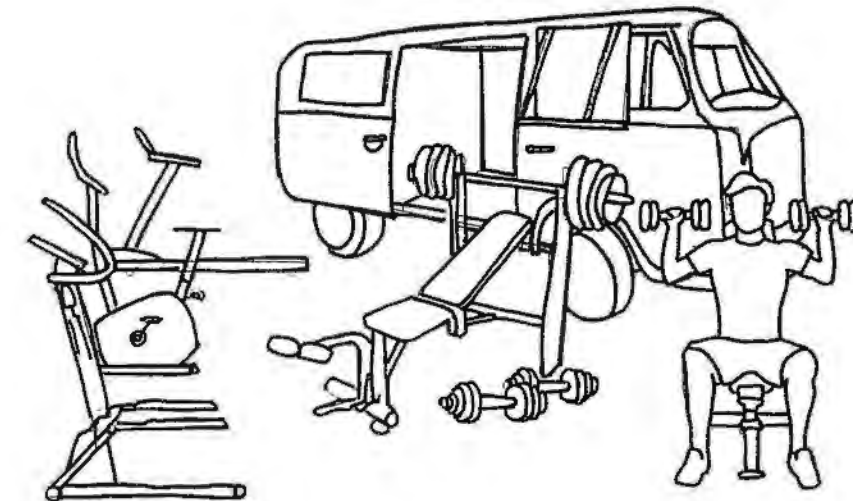
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PRINT

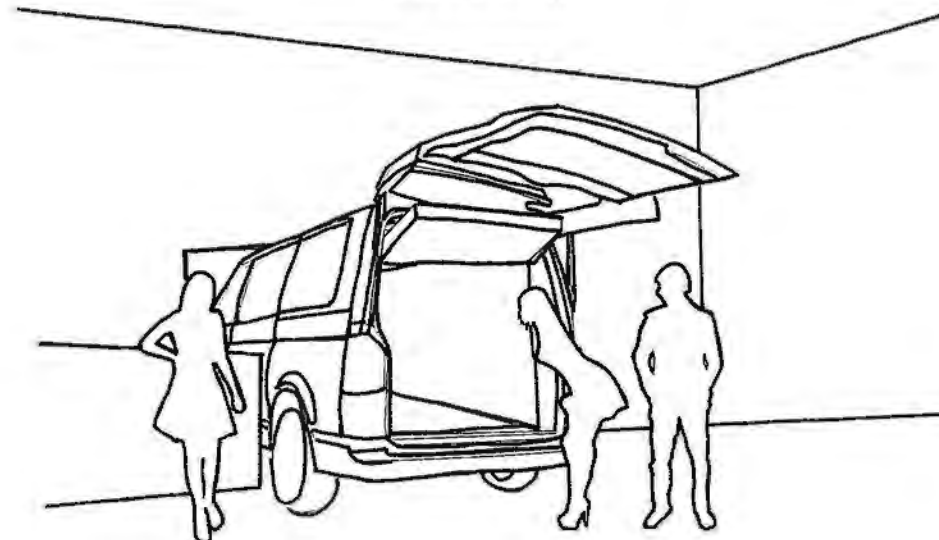


EXPERIENTIAL/AMBIENT

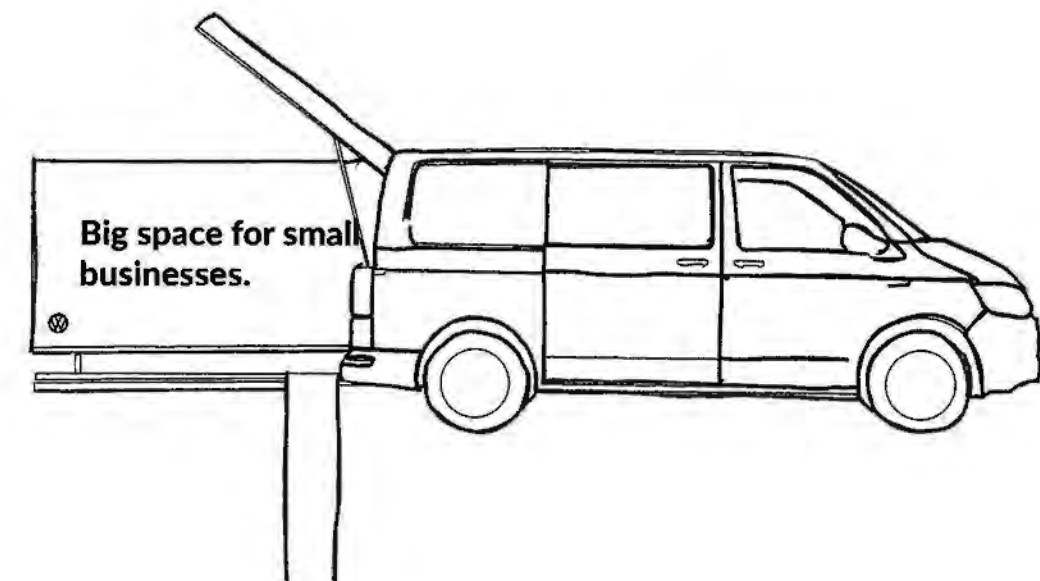


Volkswagen *Unloaded*

OUTDOOR

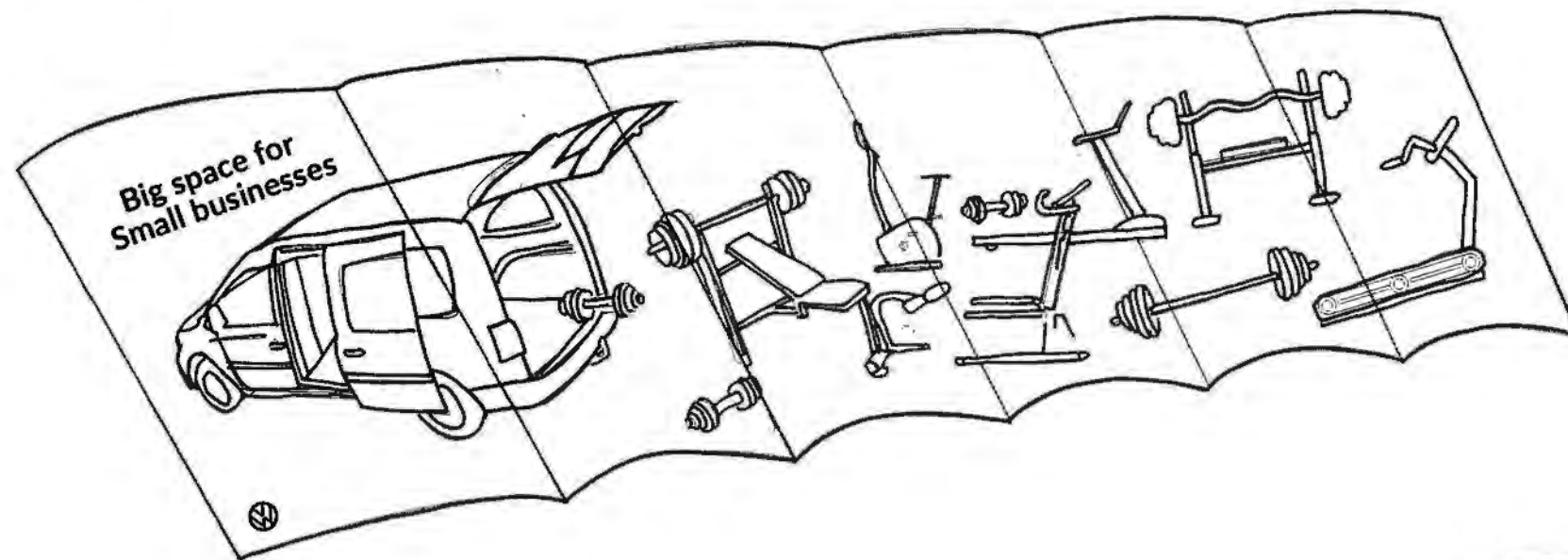


BILLBOARD



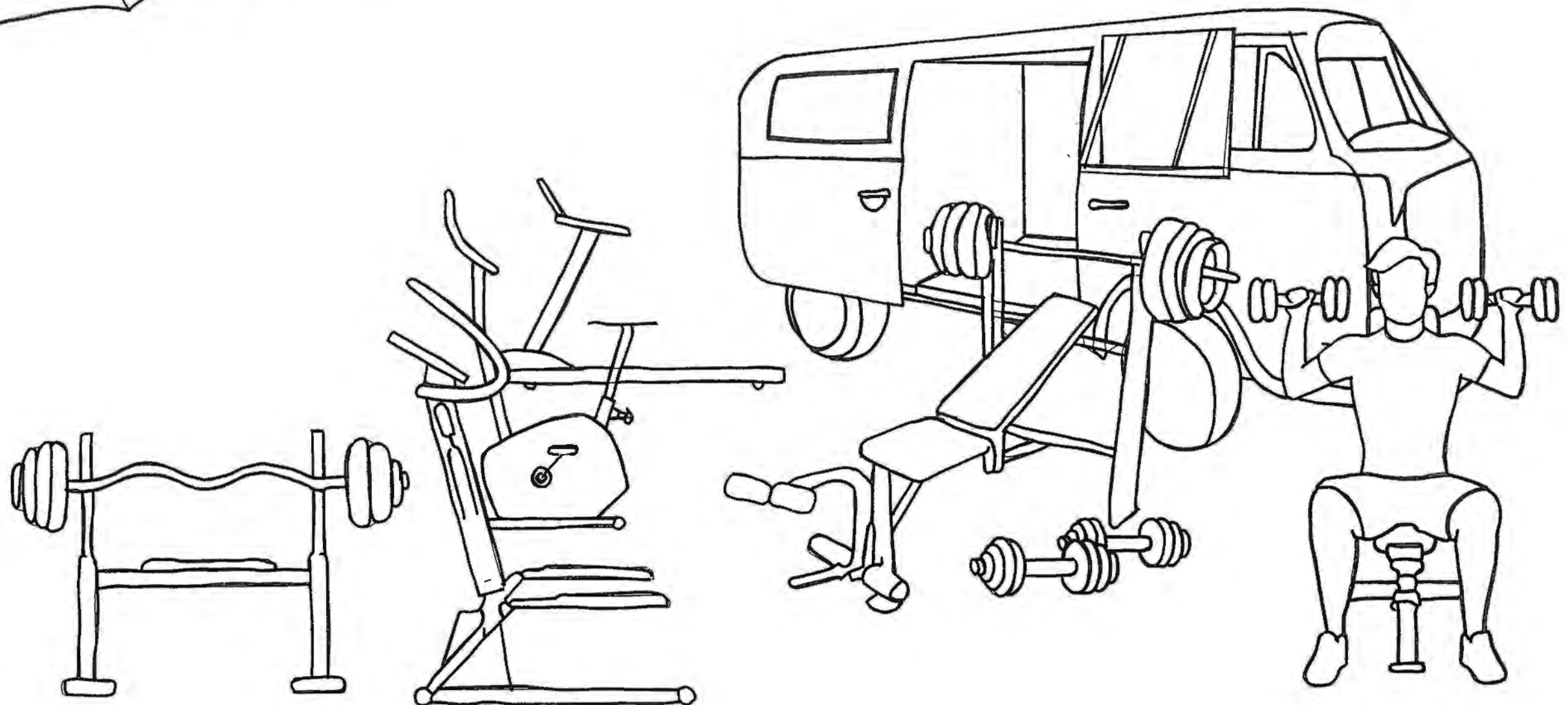
Print

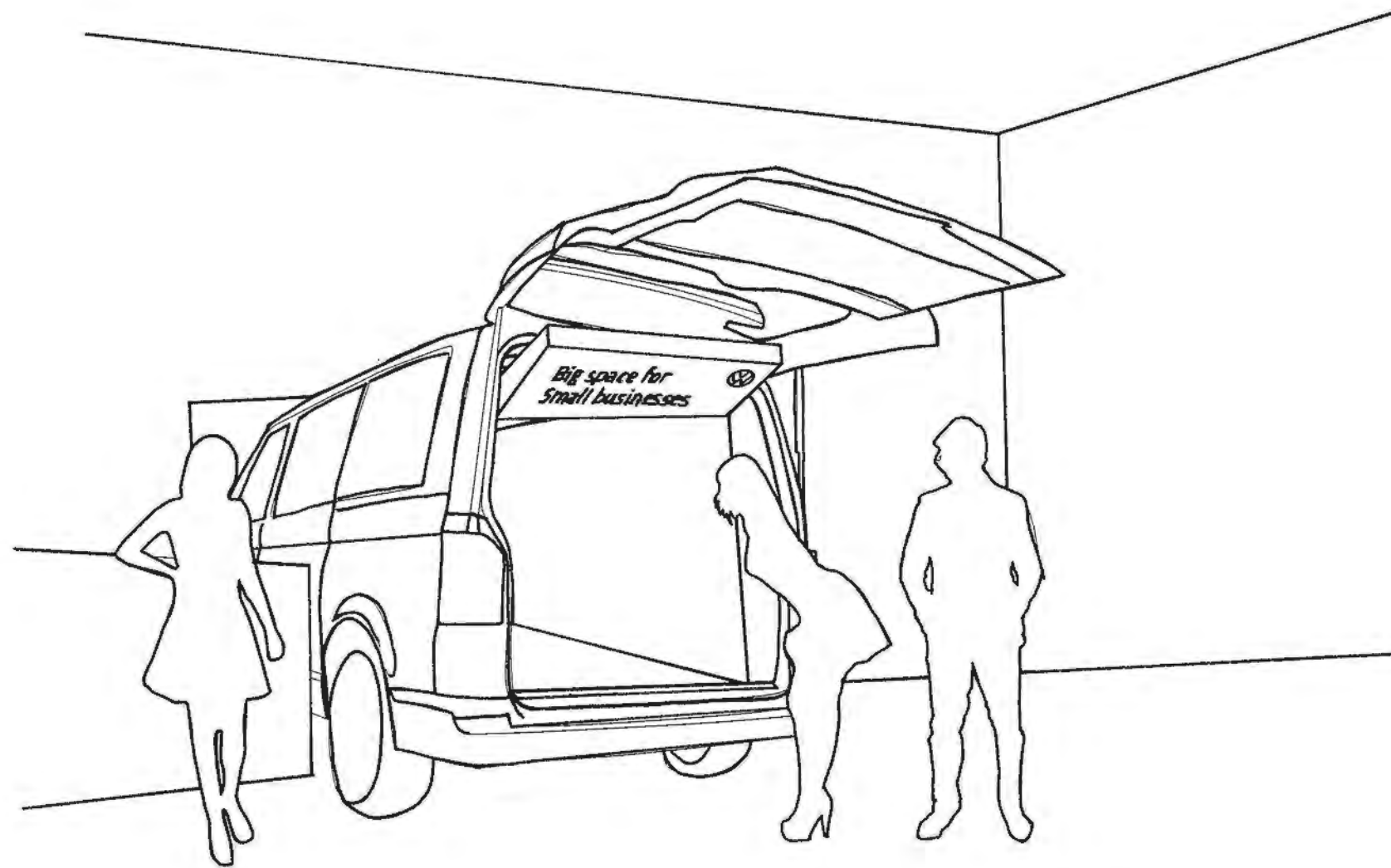
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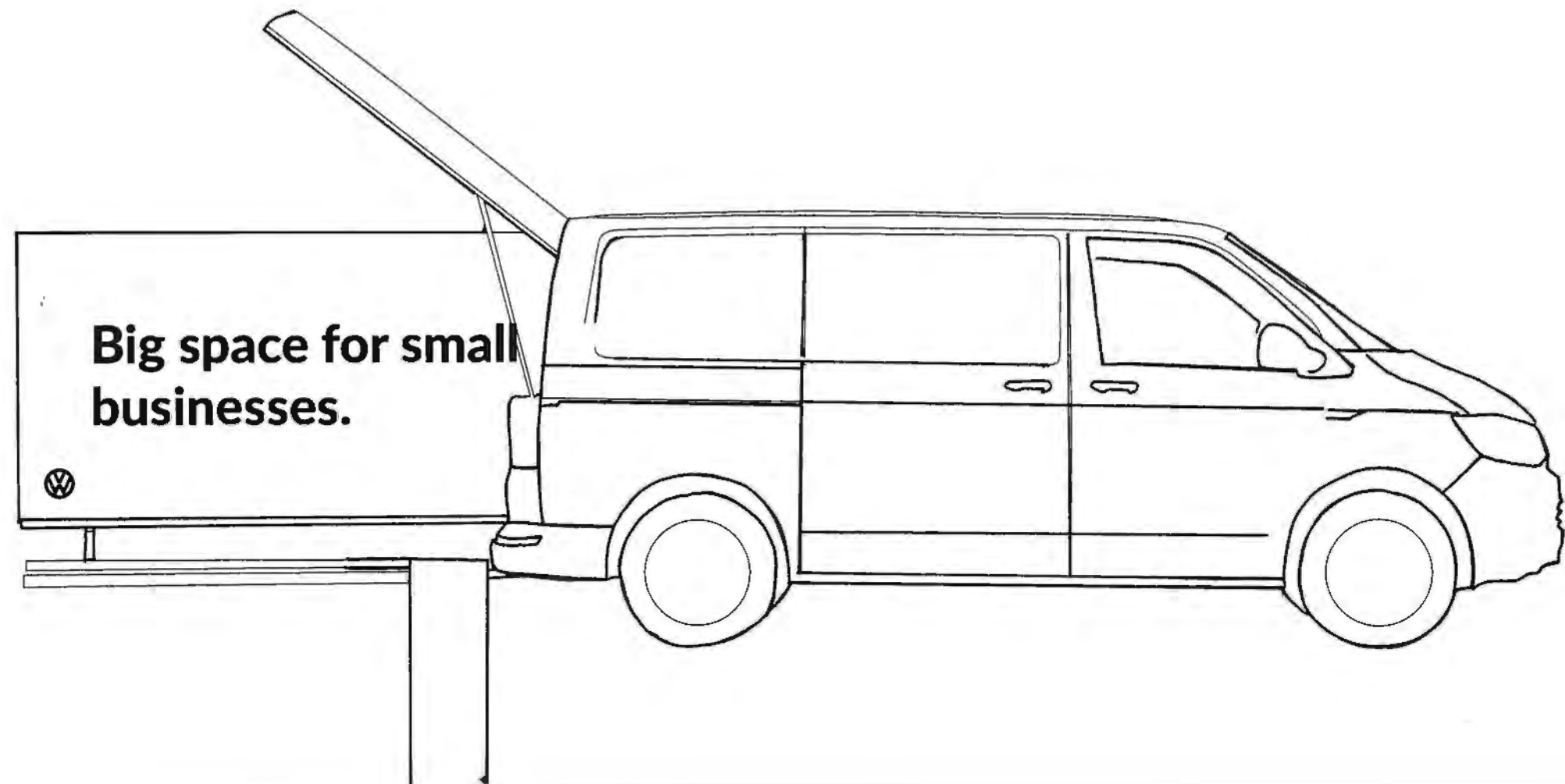


Outdoor

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Billboard

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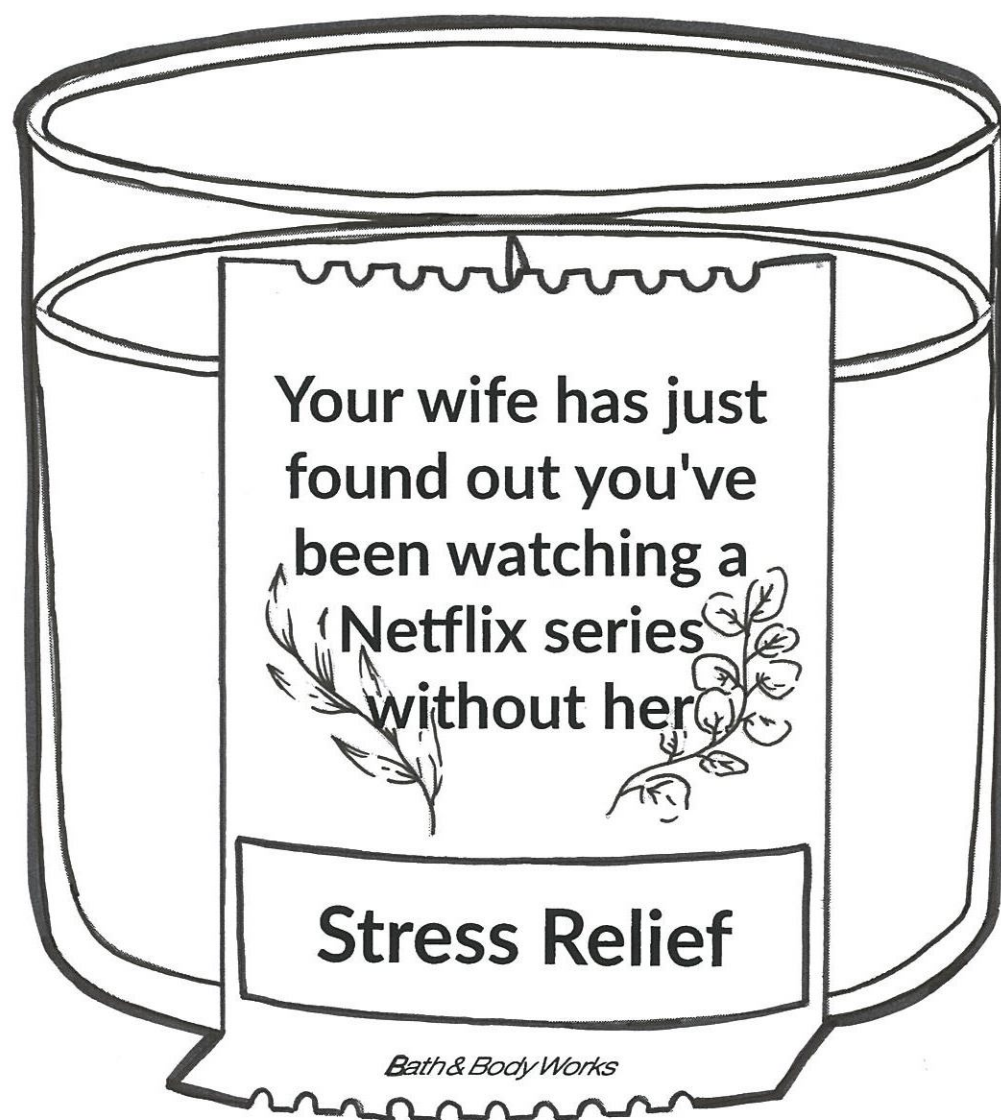


Brief Number:	10
Topic:	Strategy
Client:	Bath & Body Works
Product:	Scented Candles
Target audience:	Mainstream adults
Key insight:	With daily stressors in life, people are always looking for alternative methods to help cope
Proposition:	The most calming candles
Reasons to believe:	<ul style="list-style-type: none"> • Easy set-up, just light a candle and wait for the wax to burn • Scientifically proven beneficial properties that help with feelings of stress & anxiety • 3 wick candles with long lasting burn time • Over 130 scents to choose from
Media:	Poster, TVC

Diffuse any situation.



Diffuse any situation.



Diffuse any situation.

