



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

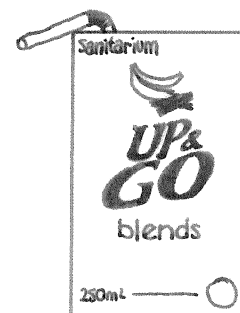
Key insight: Young people are trying to fit more into their days, so are less likely to eat breakfast at home

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.

~~No time for~~
breakfast
in a flash.





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



DEXTER, NO! BAD DOG.

INSIGHT: No one likes coming home to unexpected surprises. ADT Interactive Home Security gives home owners the ability to check in on their homes throughout the day, so they know *exactly* what they're coming home to.



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

FORO (Fear of Restaurant Ordering)

INSIGHT: People suffering from anxiety can find even the simple day-to-day tasks like ordering food in a restaurant difficult. They are often worried about saying the wrong thing and being judged for it, which can be heightened when menu items from international cuisines can be troublesome to pronounce.

*This commercial is set in a busy and bustling restaurant.
In this ad we hear the inner monologue of a woman in her mid-fifties as she faces her fear of messing up her order (Bawang Goeng Telur).*

Female inner monologue:	<p>Biy...? Bay...? Bah...? Ba-yah? Bay-ya-ang? Bah-wag-in? Baw-agh? Bah-wang...?</p> <p>Arghh, how is it pronounced again? Bah-wang? Ba-wong G-g-goy?</p> <p>(pause)</p>
Male V/O 1 (friendly waiter):	<p>Hello ma’am what would you like to order?</p>
Female V/O:	<p>Oh, ah... the umm... Bay... Bah...</p> <p>(sighs defeatedly)</p> <p>Just the Lemon Chicken, thanks.</p>
Male V/O 2:	<p>Do you suffer from FORO? The Fear of Restaurant Ordering? You need to get out less. UberEats.... Where the world comes knocking.</p>



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



“NO, DON’T TOUCH THAT! NOT IN YOUR MOUTH!”

INSIGHT: They’re phrases every parent of a toddler has called out countless times. Infants and young children learn a lot about their world by touching things and putting them in their mouths.

IDEA: This ad cuts together footage of curious children exploring their surroundings, either with their hands, or with their mouths (or sometimes both... simultaneously!).

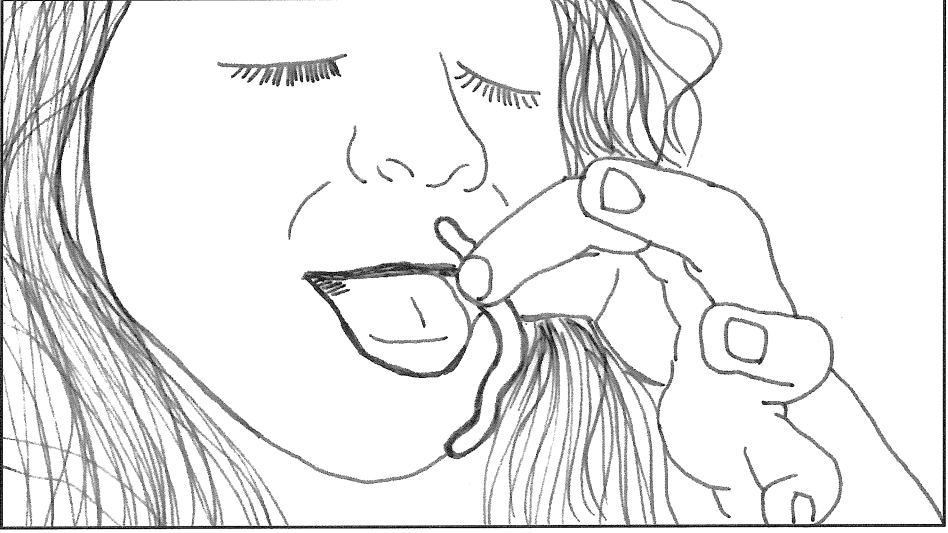


VISION: Toddler with hands in toilet bowl.

SFX: Sneaky, mischievous instrumental music plays throughout commercial.



VISION: Toddler eating dry food out of dog’s bowl. The dog looks on... unimpressed.



VISION: Young child picks up muddy worm, brings it towards her tongue. This footage cuts before the worm is put in her mouth.



VISION: Toddler licking the outside of the lounge room window.



VISION: Young boy picks up dog poo with his bare hands. Innocently, he looks directly at the camera as though he’s done nothing wrong.

At least you know there’s something they won’t pick up.

Australian Government

V/O: At least you know there’s something they won’t pick up. Vaccinate your kids today. Authorised by the Australian Government, Canberra.



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.

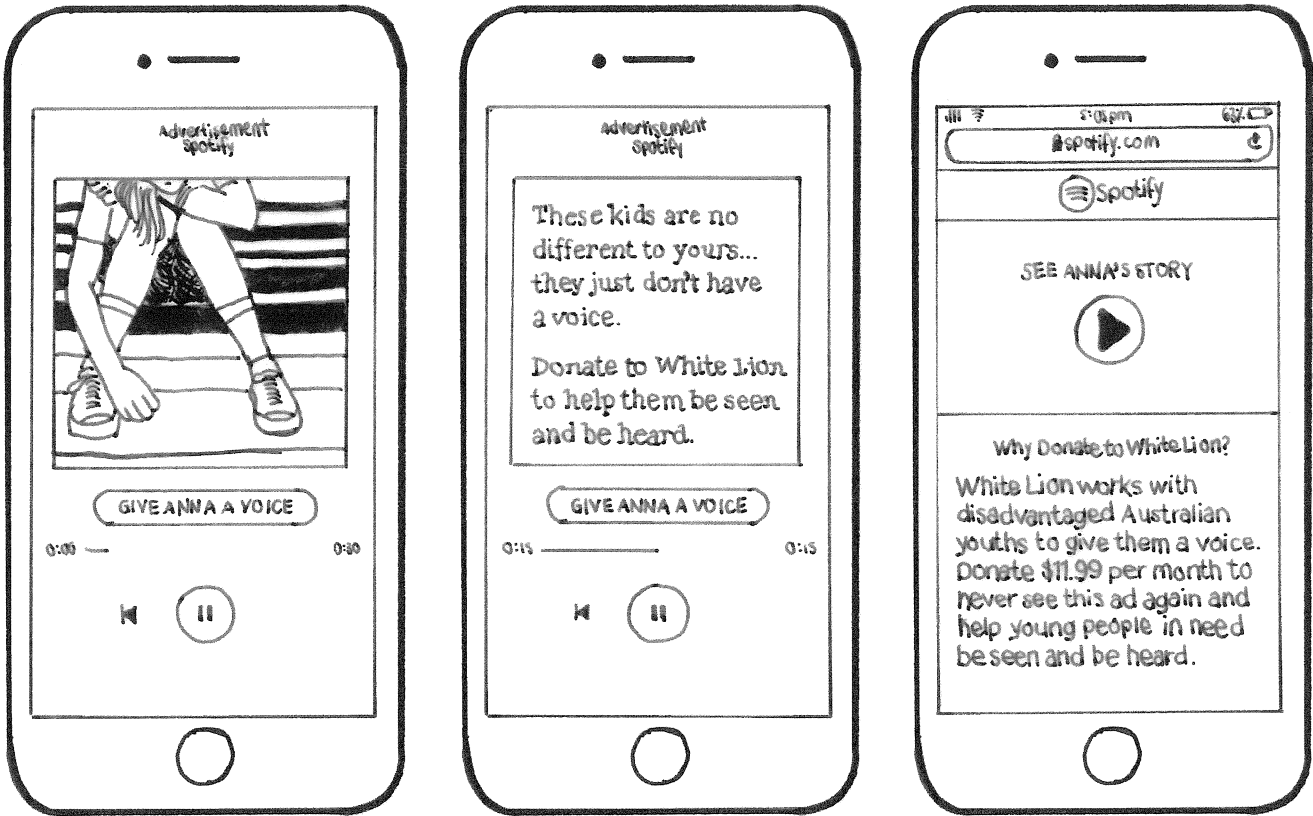


BE SEEN, BE HEARD.

INSIGHT: Many disadvantaged and homeless youths feel as though they are being ignored by society.

IDEA: We create a series of 'sound-free' Spotify ads and 'visual-free' YouTube pre-roll ads that cannot be skipped. The click through button takes the viewer to the donation page where they can watch and hear the stories in full, and learn about White Lion. Viewers can donate the monthly subscription costs to White Lion for 'premium' ad-free access to Spotify/YouTube.

SPOTIFY ADS (15 sec)



Frame 1.

Frame 2.

Click through donation page.

VISION: White Lion youth 'Anna' describes her hardship. Her mouth is moving as she talks, but no sounds come out.

SFX: Silent. No sounds. No talking.

YOUTUBE PRE-ROLL ADS (30 sec)



Frame 1.

Frame 2.

Click through donation page.

VISION: Black screen with click through button to 'Let Sam be seen'.

FVO (Sam's Story):

Sam's Mum left him and his Dad when he was only three years old. His Dad is very strict and becomes increasingly violent towards Sam when he's had a couple of drinks.

Like his Dad, Sam has a very short temper. One day at school Sam was being bullied and he snapped. The other boys tried to pull him off the bully, resulting in injuries to multiple boys involved. Sam was expelled from school and has been charged with three counts of assault.

White Lion works with disadvantaged Australian youths to stop them going by unnoticed. Donate \$19.99 per month to never see this ad again and help young people in need be seen and be heard.

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

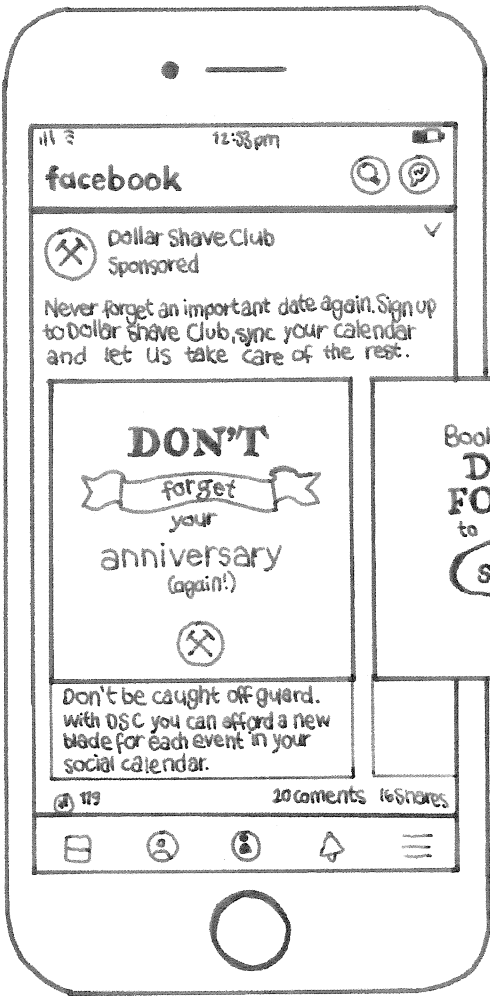
THAT WAS A CLOSE SHAVE.

INSIGHT: Men have a harder time remembering things, especially dates (it's a scientific fact!).

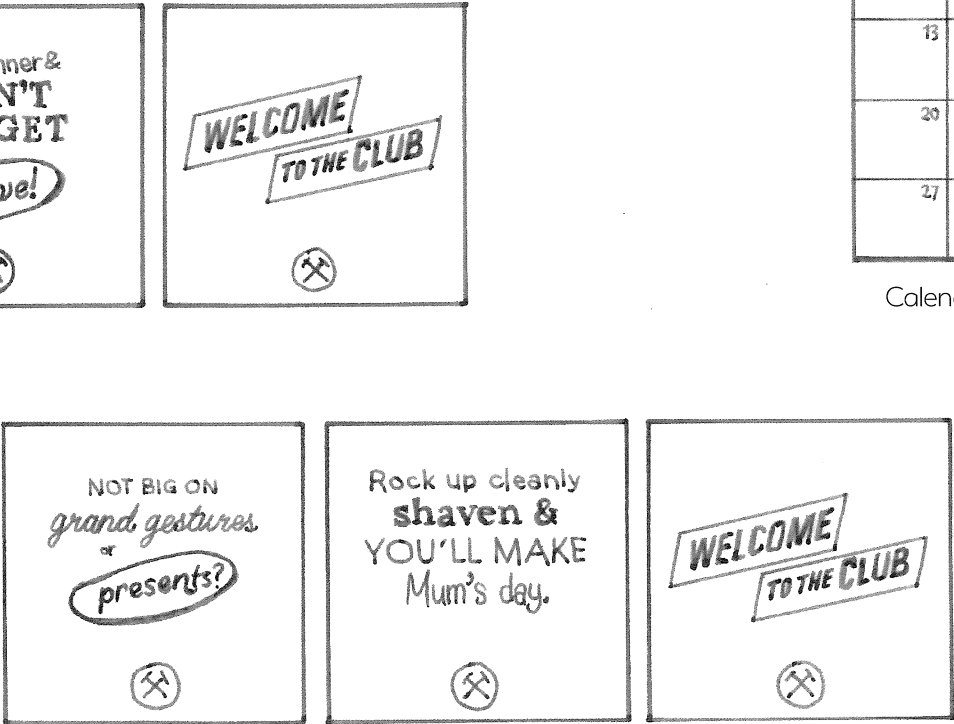
IDEA: We tap into Facebook data to serve ads for Dollar Shave Club around important dates the user has linked to their Facebook account, as well as global events. Once signed up to Dollar Shave Club members allow access to their calendar and DSC will deliver fresh blades in advance of each occasion.

BONUS SOCIAL MEDIA CONTENT:

To prove Dollar Shave Club is so affordable, we find Australia's most social butterfly to put the product and price promise to the test. He takes over DSC Instagram page and posts updates of every social event he attends (every day) for a year.



Targeted ad served in advance of wedding anniversary.

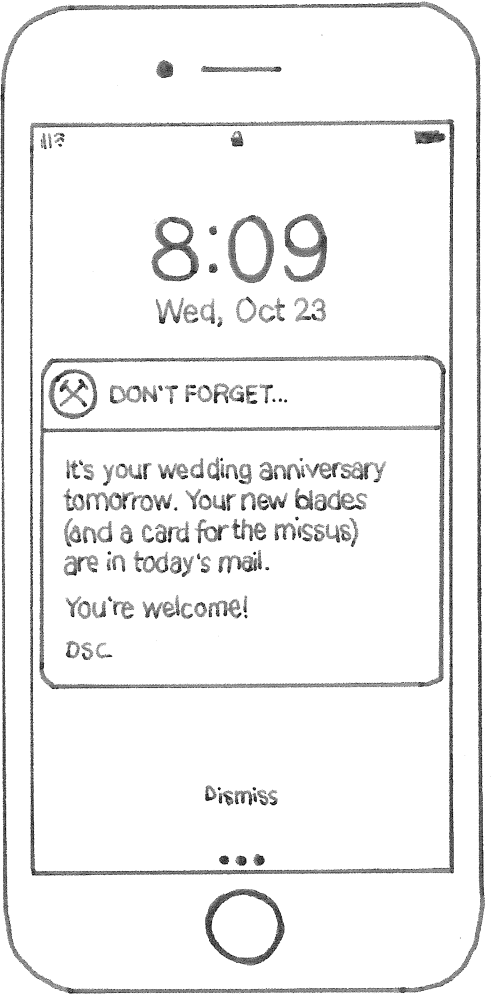


Targeted ad served in advance of Mother's Day.

October 2019

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1 Oct	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

Calendar showing that the notification will be served the day prior to the special occasion.



Notification example.



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**

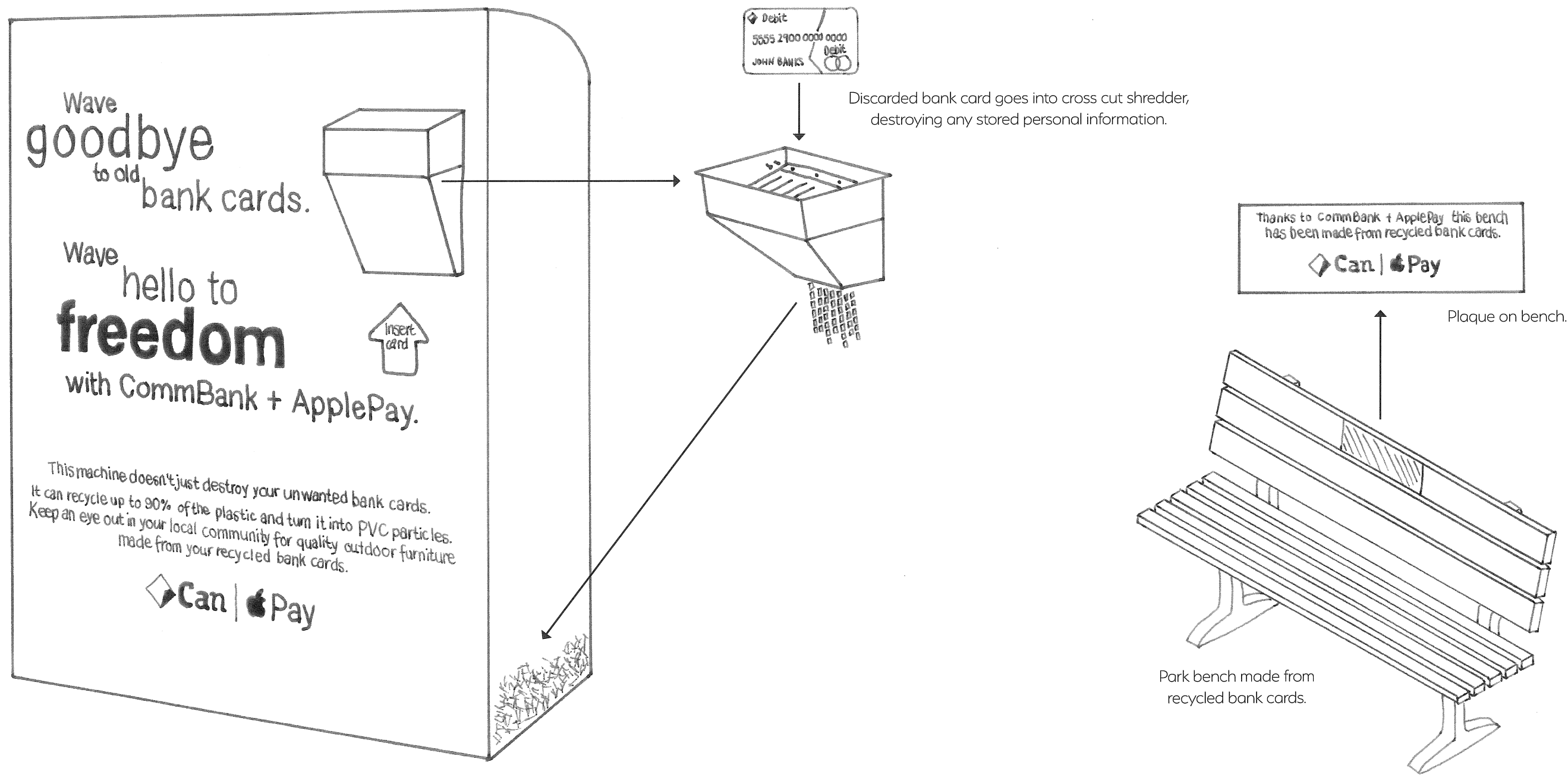
Reasons to believe:

- 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

EVERYTHING OLD IS NEW AGAIN.

INSIGHT: When you make the switch to ApplePay with CommBank what does one do with their old debit card?
At least 90% of PVC plastic from old bank cards can be recycled and turned into reusable PVC particles.

IDEA: CommBank and ApplePay gives new life to your unwanted bank cards by recycling them into new plastic products. Users can see in real time their card being shredded and the pieces falling into the clear holder. CommBank pride themselves on their sustainable initiatives, so what better way to showcase this than by turning the shredded bank cards into furniture that can be given back to local communities.



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:

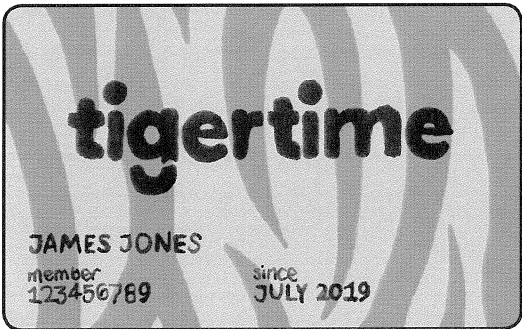
- TigerAir offers routes across Australia
- The events that matter most to you (reunions, sports events, weddings) only happen once
- Always low fares so you never have to say you can’t go

TIME WELL SPENT.

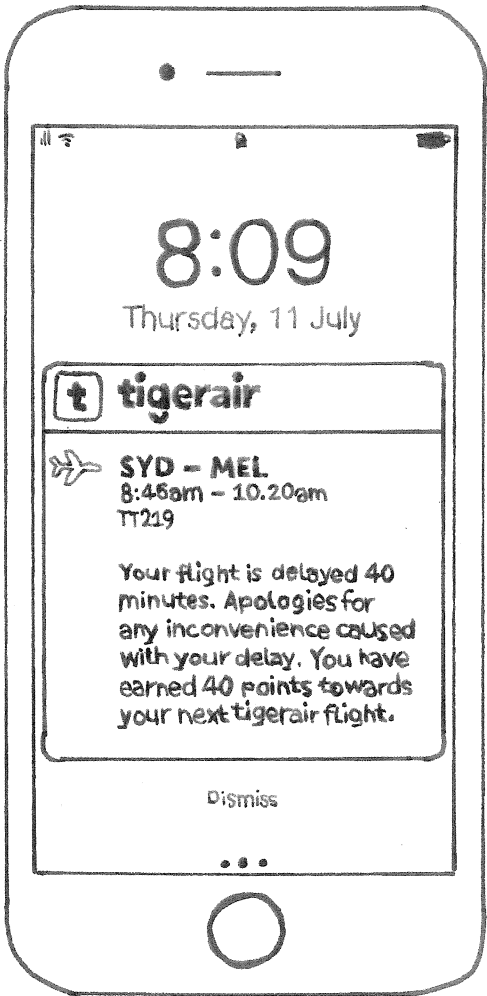
- INSIGHT:

31% of TigerAir flights are delayed. Passengers of TigerAir are 9% more likely to complain than with other airlines, their biggest gripe, a lack of communication from the airline on delays.
- IDEA:

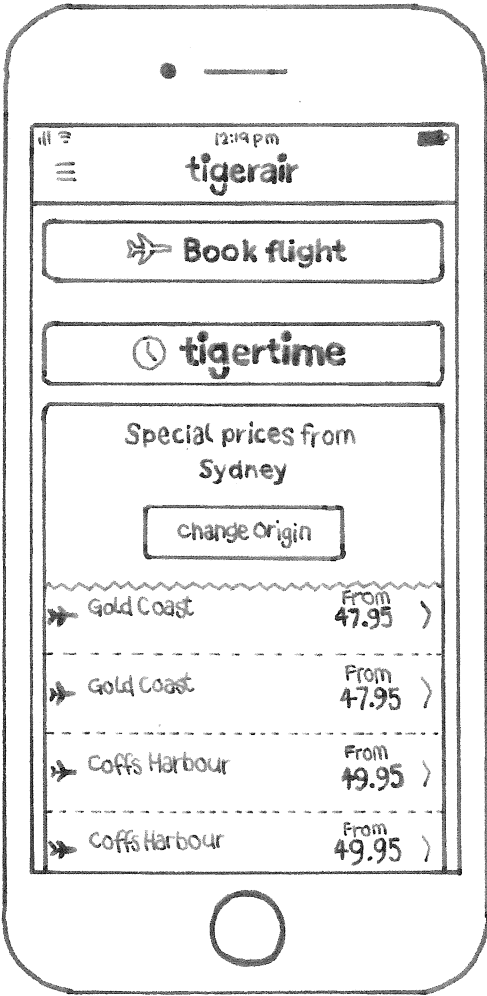
We know the value of time and how inconvenient and frustrating delayed flights can be. We introduce 'TigerTime', a loyalty program, where passengers earn points for every minute their TigerAir flight is delayed. Members will start to wish all of their flights were running late, creating a buzz at airports as they celebrate their delays! 'TigerTime' members will earn back their time and can put these points towards their next TigerAir flight, thus making unmissable moments financially worth their while.



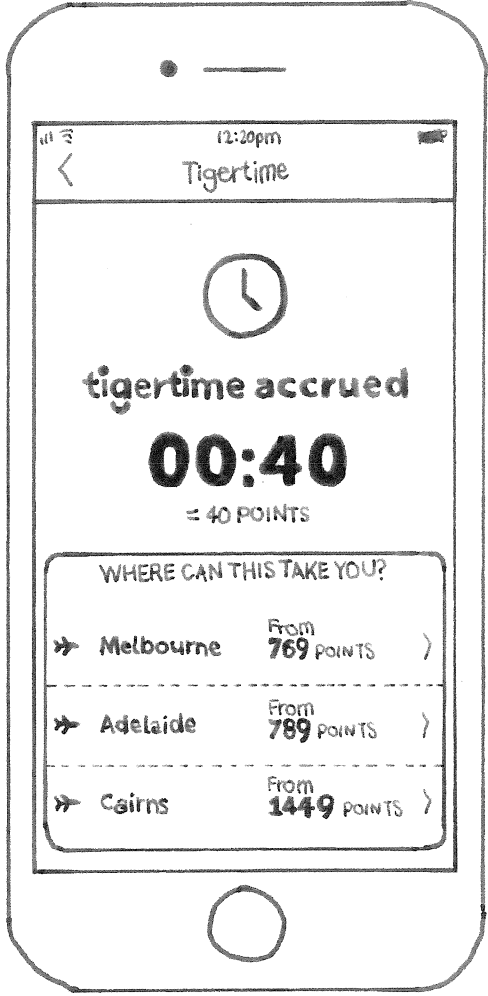
Loyalty Program card.



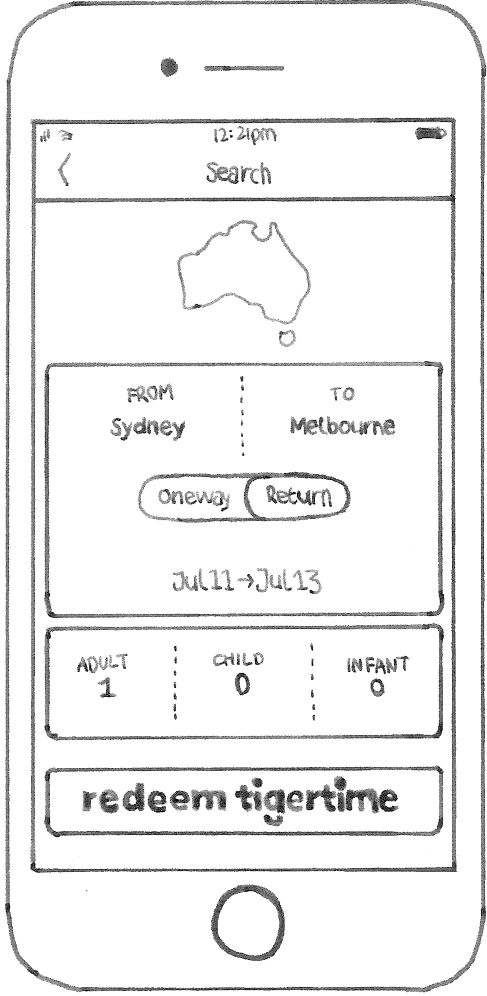
Notification of delay.



TigerAir app homepage.



App 'TigerTime' page.



App booking screen.

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

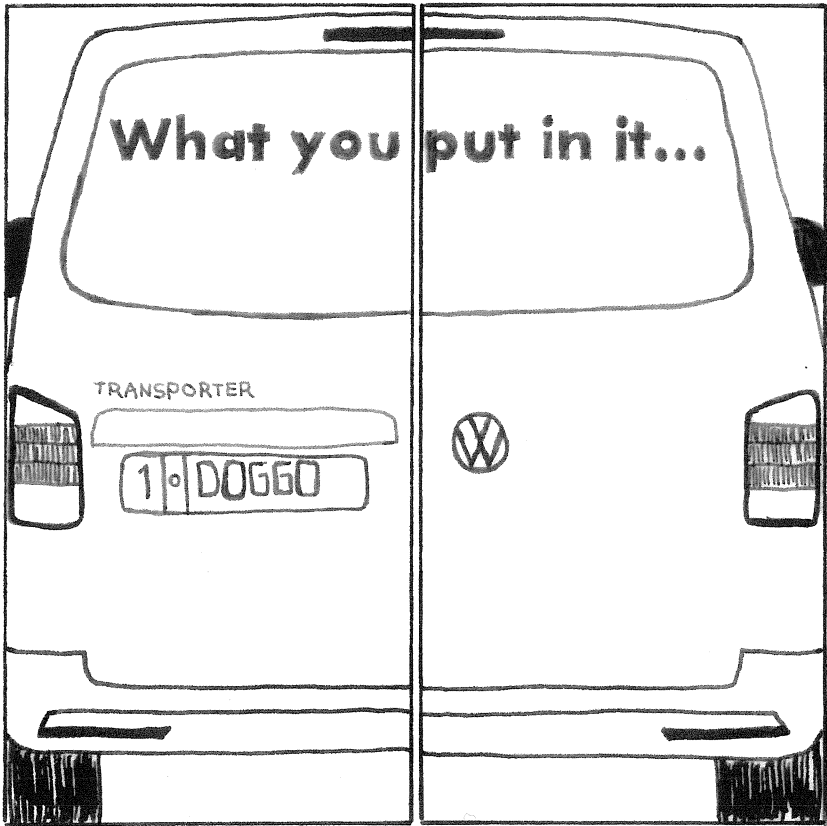
Reasons to believe:

- 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

WHEN OUR BUSINESS BECOMES YOUR BUSINESS.

INSIGHT: For many small business owners their vehicle is the most integral part of their company. Without it they simply cannot run their business.

IDEA: We showcase the versatility of the VW Transporter with a two-step reveal and pose a series of statements designed to speak to small business owners. These statements demonstrate VW's understanding that each business is unique and show how the VW Transporter is the ideal solution to the specific needs of every small business.



Double page press ad.

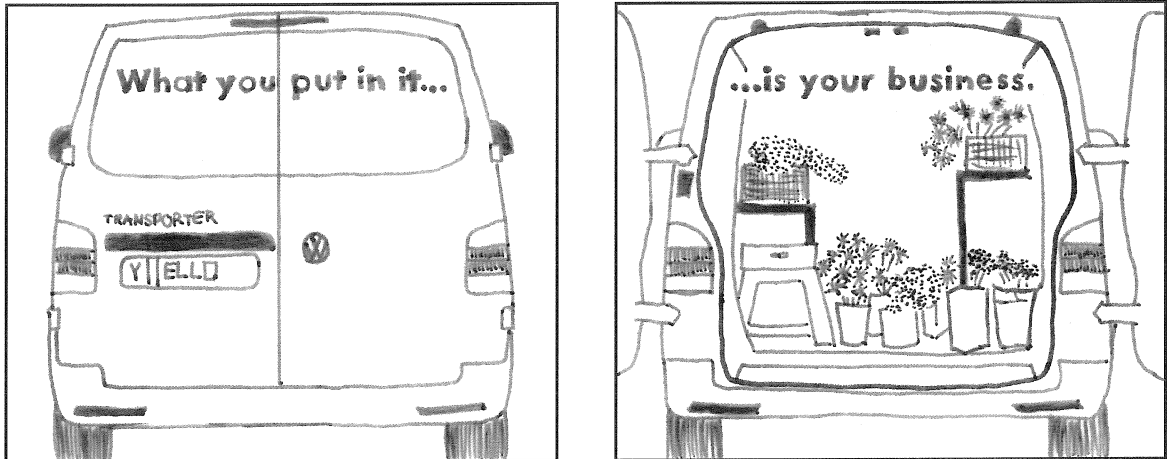
The rear doors open as a gate fold to reveal the unique small business, in this instance a dog walking company.



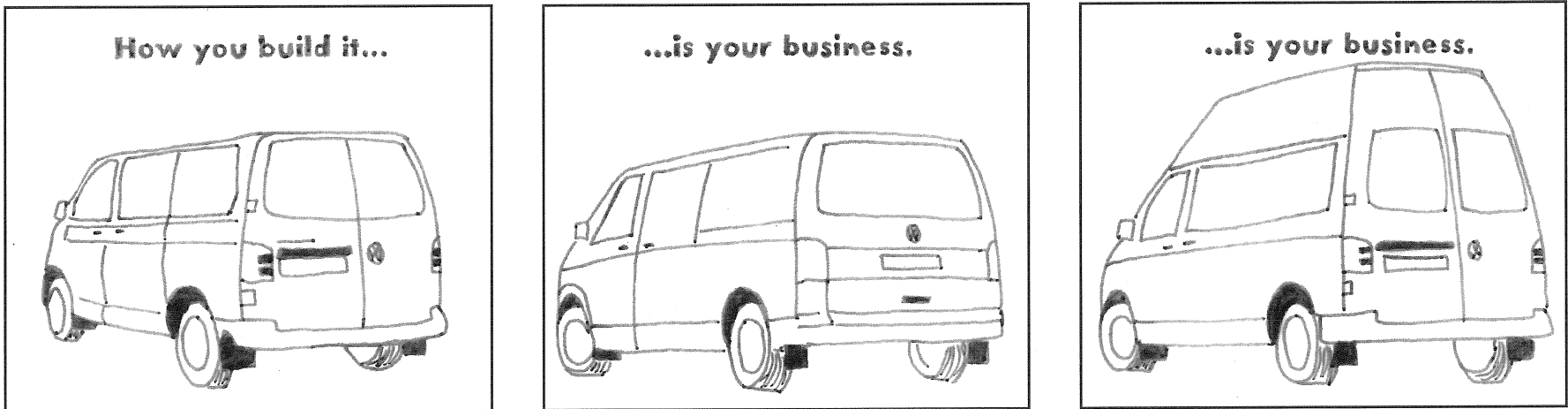
Elevator graphics.

The lift doors open to reveal the interior of the VW Transporter piled high with delivery boxes.

A series of animated web banners.

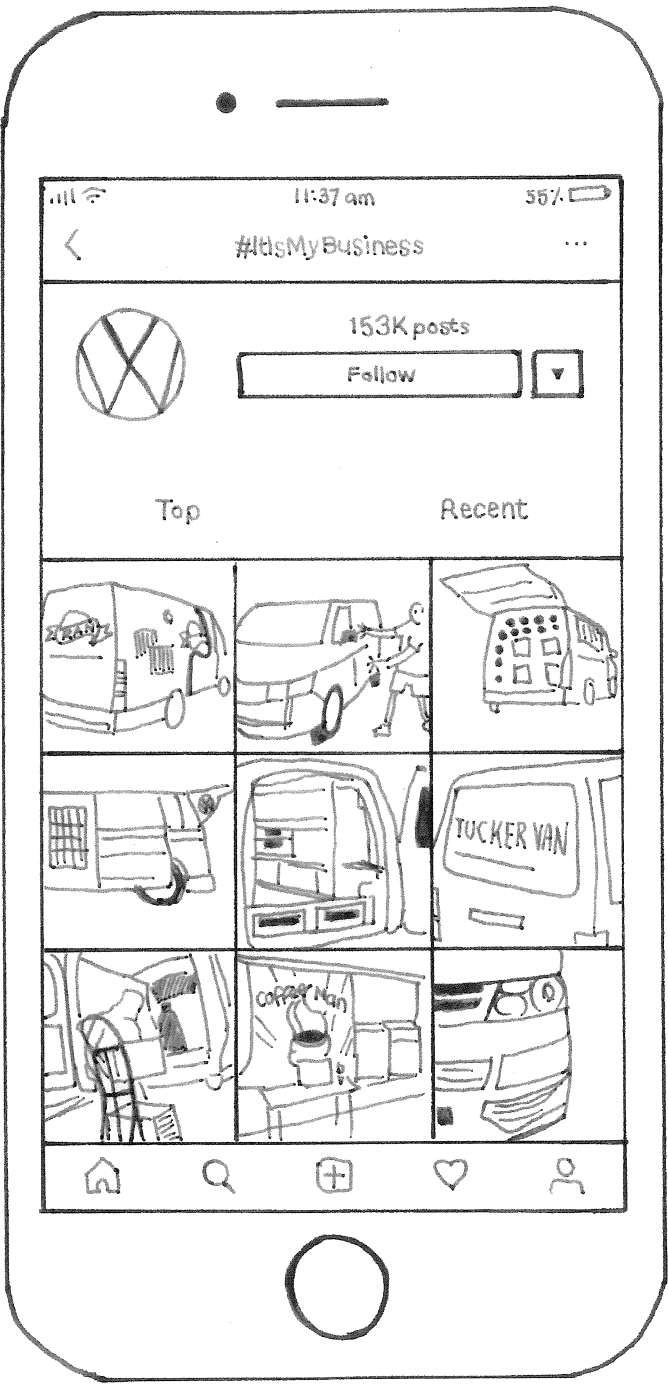


The first frame poses the leading statement with the additional frames showcasing the versatility of the cargo area of the VW Transporter.



As above, the first frame poses the leading statement with the subsequent frames highlighting the configuration options.

Social media.



We create an Instagram hashtag #ItIsMyBusiness and invite small business owners to share snaps of their VW Transporter. This is a form of free advertising for the small business owner and showcases how integral the VW Transporter is to the day-to-day running of their company. It's also a great way to show off the configuration options and inspire other small business owners to make the change to a VW Transporter.

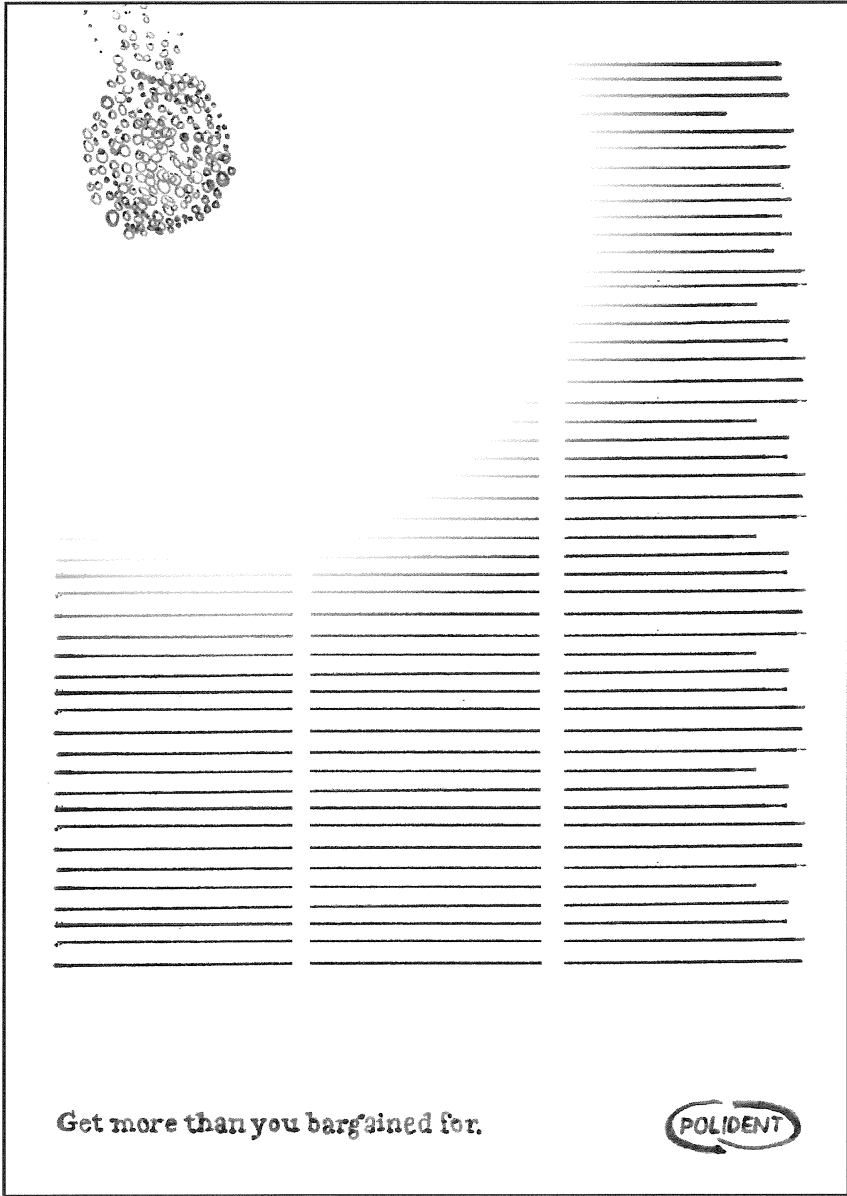
Brief Number:	10
Topic:	Strategy
Deliverables:	1/ New strategy and brief 2/ Accompanying creative idea
Client:	GSK
Product:	Polident 3 Minute Daily Cleanser
Target audience:	Busy mums on a budget.
Key insight:	Mums love a hack.
Proposition:	More than a denture cleaner.
Reasons to believe:	<ul style="list-style-type: none">• Removes tough stains.• Kills 99.9% of odour-causing bacteria.• Non-abrasive formula.• Cheap and versatile.

#MUMLIFE

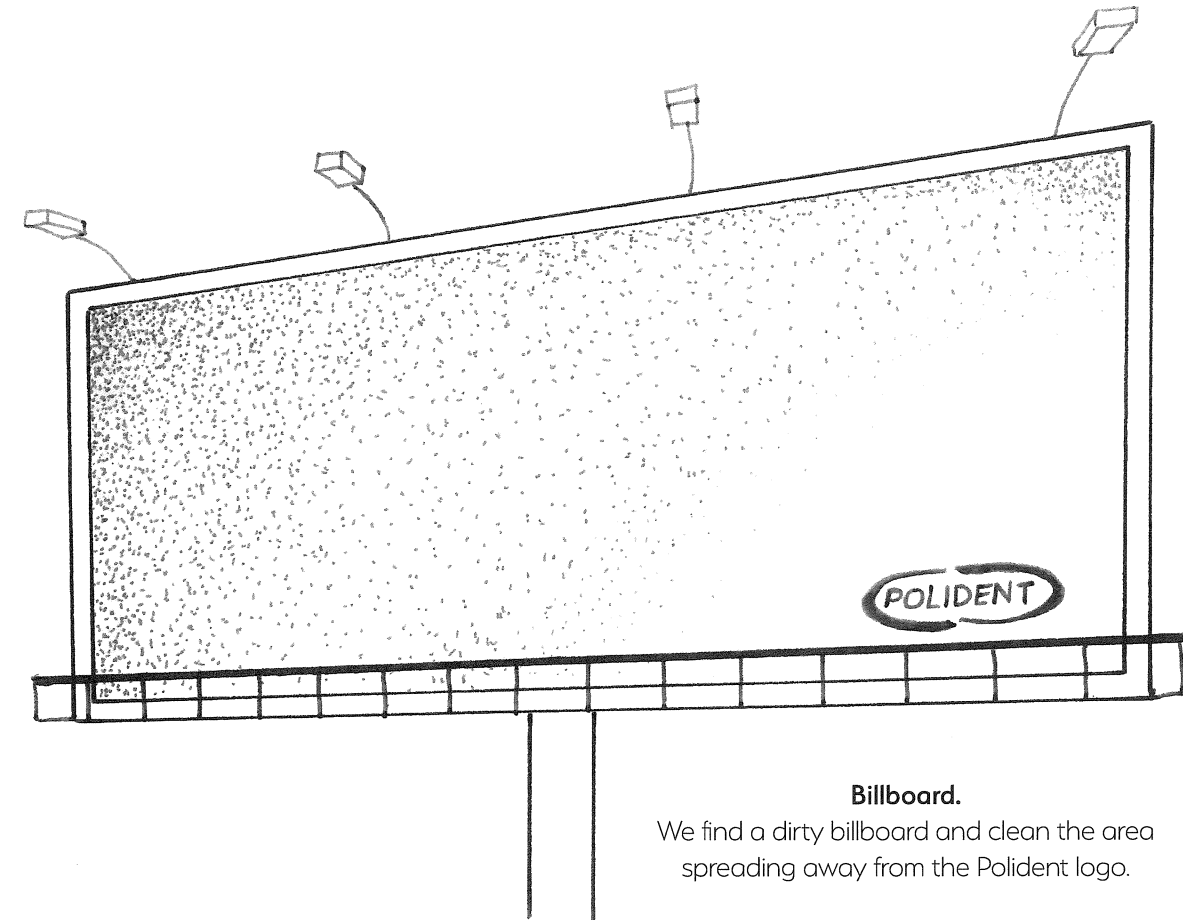
- INSIGHT:

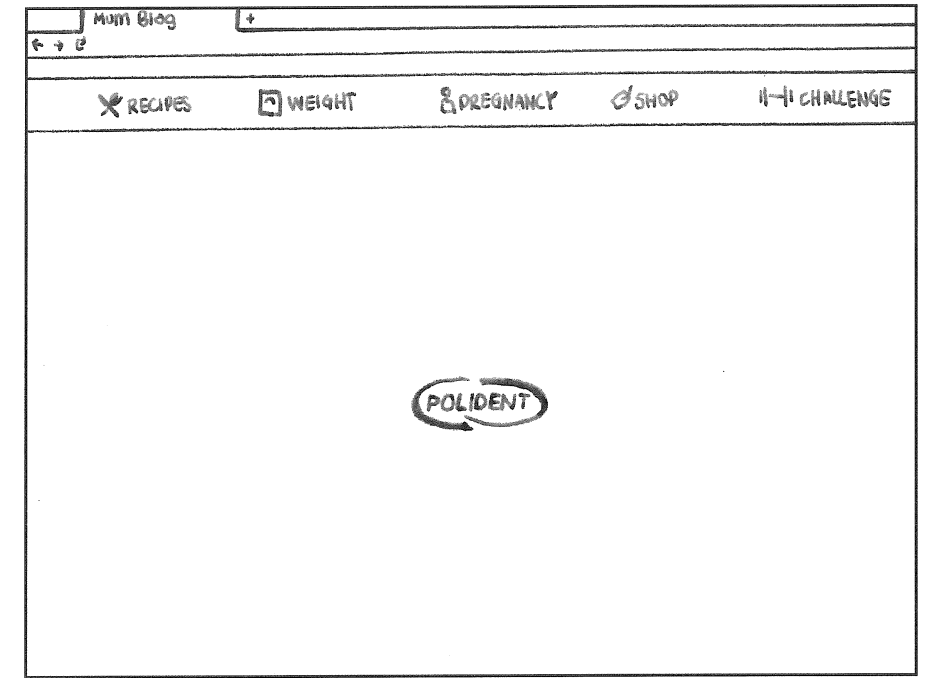
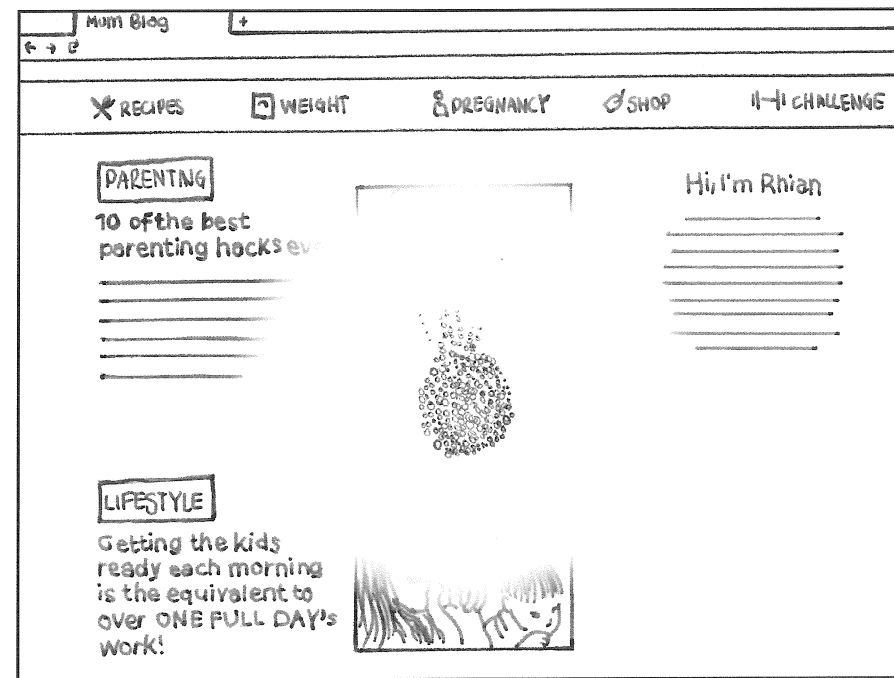
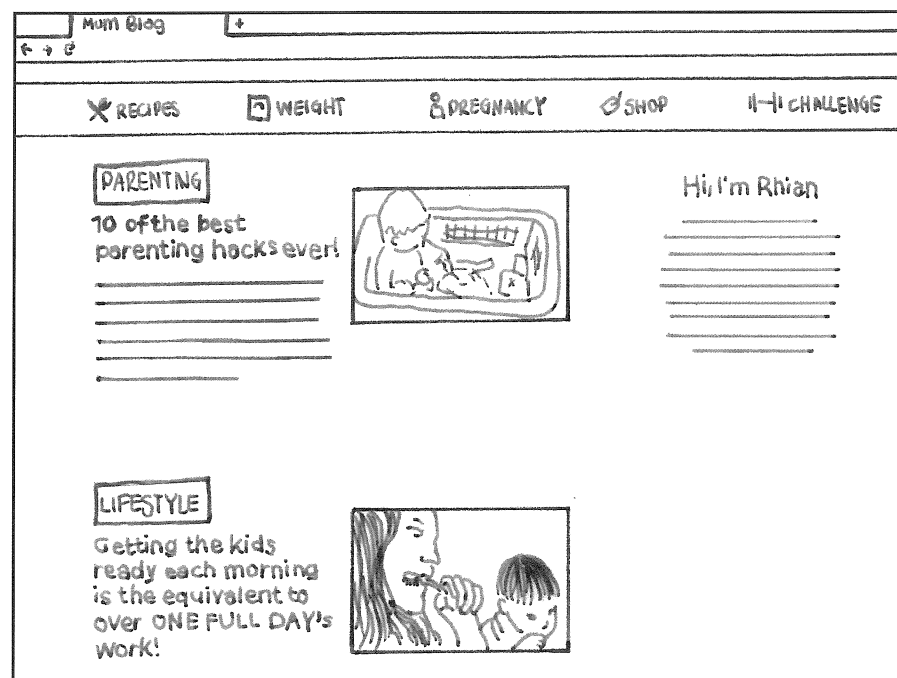
Whether it be something from Kmart or IKEA, or a simple trick to make their lives easier, Australian mums love a product 'hack'.
- IDEA:

We choose a selection of notoriously grubby and dirty advertising spaces to highlight the miracle cleaning powers of Polident 3 Minute Denture Cleanser.



Newspaper ad.
This ad shows the effervescent tablet dissolving away newsprint.

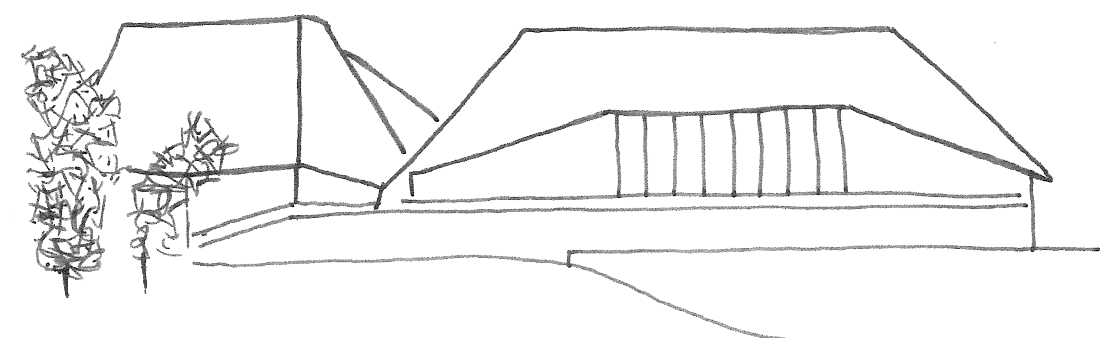
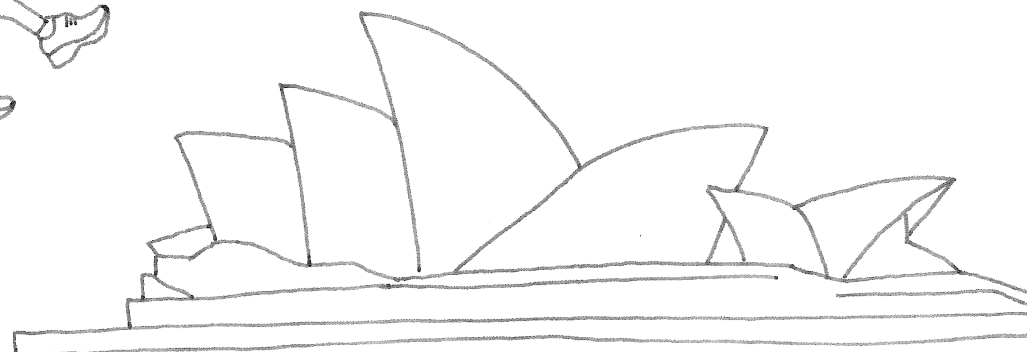
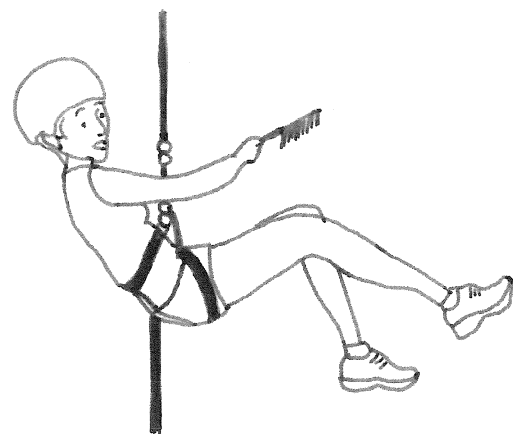




Webpage takeover.

We target web advertising to 'mummy blogs'.

The effervescent tablet appears in the centre of the screen, quickly dissolving away the content and leaving the viewer with a flash of the Polident logo.



Stunt.

We target Australia's premier tourist attractions and send in the 'Mum Squad' to scrub their surfaces clean.