



CREATIVE BRIEF

Brief Number: 1

Topic: Poster

Client: Australian Government

Product: Tap water

Target Audience: Australians 18+

Key insight: Less than one-third of Australians drink enough water each day.

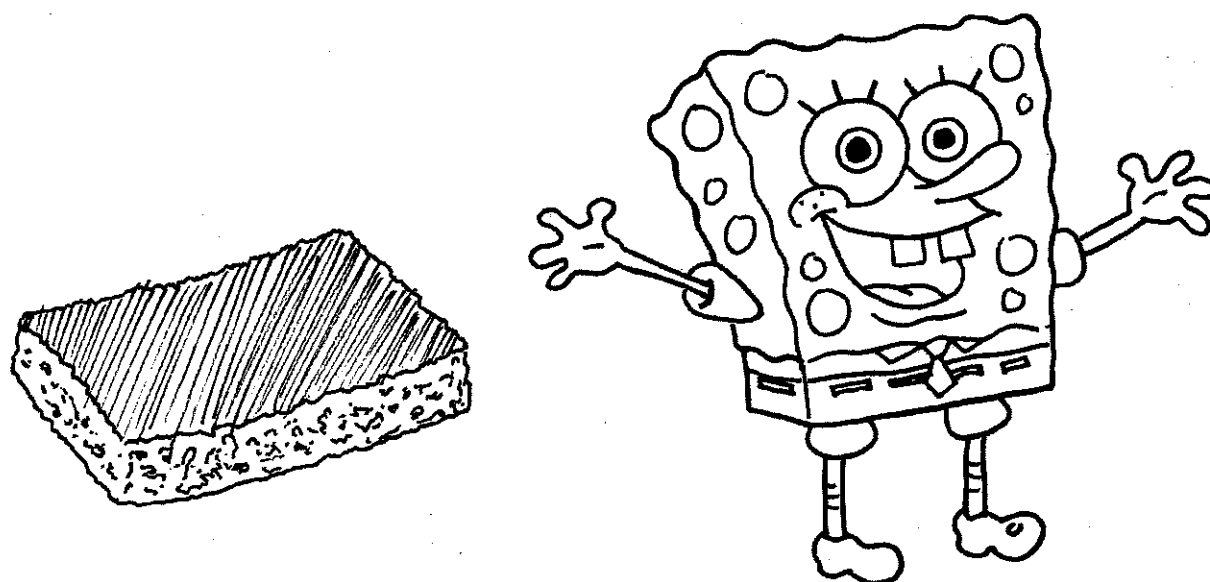
Single-minded proposition: Tap water is the best thing you can drink.

Support: Ideally, every adult would drink about 2 litres of water a day for optimal hydration and health. Tap water is available everywhere, quality controlled and good for you. Above all, it's free.

Media: Poster

Tone of voice: Helpful

Mandatories: None



TAP WATER = LIFE



Australian Government



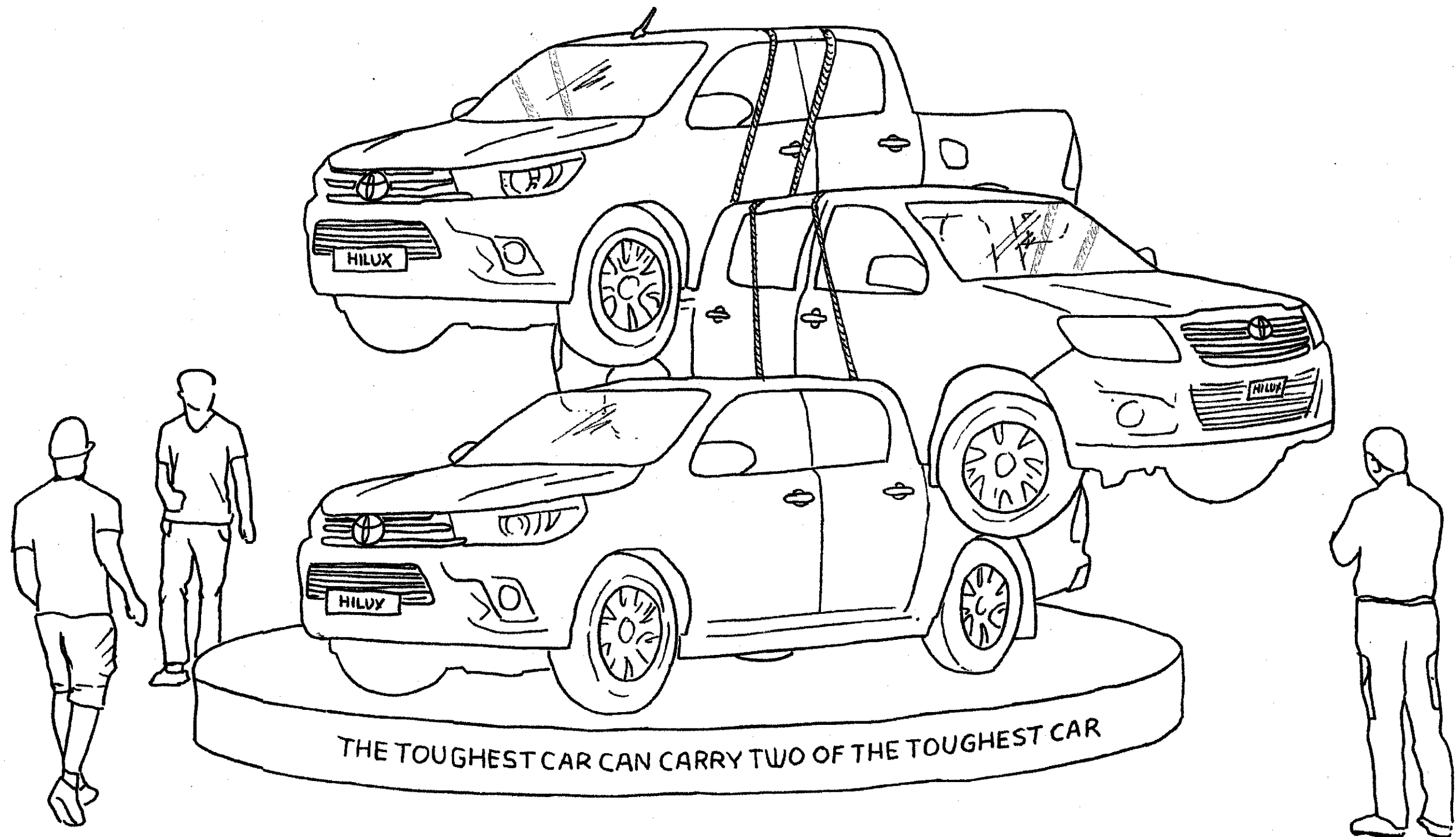
CREATIVE BRIEF

Brief Number: 2

Topic:	Outdoor
Client:	Toyota
Product:	HiLux Ute
Target Audience:	Tradies. Predominantly male, aged between 20-50
Key insight:	These guys are in the market for a car as tough as they are. It has to be able to withstand anything the job or life throws at them. Unlike most new cars, their Hilux won't be pampered. It'll be get dirty and be put to the test daily.
Single-minded proposition:	The toughest ute out there.
Support:	With its wide stance and imposing presence, HiLux is designed to make it easier to load and handle the hardest jobs and looks every part the powerful all-rounder. With chunky front bumpers and its contrasting grille, HiLux takes toughness into a fresh dimension. Every HiLux has been specifically developed and tuned to handle the demands of unforgiving Australian roads and worksites, with heavy duty suspension and unique underbody protection. Whatever the situation demands, with HiLux you'll always have the power to get the job done.
Media:	Outdoor. Consider traditional billboards, metro lights, ambient or innovative outdoor stunts.
Tone of voice:	Bold. Blokey. Straight up.
Mandatories:	Toyota Logo

A HiLux can carry two HiLuxes.

This stunt will be placed at various Bunnings stores and V8 Supercars events.





CREATIVE BRIEF

Brief Number: 3

Topic: Print Campaign

Client: Kleenex

Product: Kleenex Aloe Vera tissues

Target Audience: People of all ages with runny noses, colds and flu.

Key insight: Kleenex Aloe Vera tissues are the best for sensitive noses.

Single-minded proposition: The most soothing tissue.

Support: With Softcoat® Lotion Technology, Kleenex Aloe Vera tissues are carefully coated with natural Aloe Vera and soothing Vitamin E.
These 3-ply tissues are perfect for times when sniffles and sneezes make your nose feel extra sensitive.

Media: Print campaign. Three press ads of any size.

Tone of voice: Soothing and trustworthy

Mandatories: Kleenex logo.

Ex-boyfriend.
Ex-best friend.
Wedding.

3 LAYER TISSUES FOR 3 LAYER ISSUES



Tequila.
Absinthe.
Text message.

3 LAYER TISSUES FOR 3 LAYER ISSUES



White silk.
Red socks.
Washing machine.

3 LAYER TISSUES FOR 3 LAYER ISSUES





CREATIVE BRIEF

Brief Number: 4

- Topic:** RADIO
- Client:** Electrolux
- Product:** Electrolux UltraSilencer EL6986A Canister Vacuum
- Target Audience:** Vacuum users, 25 – 60, have had their current vacuum for 5 years, probably bought a slightly cheaper brand without realizing just how much of a difference a good vacuum cleaner could make.
- Key insight:** Noisy vacuums are annoying. While vacuuming will always be a chore, at least it's slightly more tolerable when you've got a nice, quiet vacuum cleaner.
- Single-minded proposition:** The quietest vacuum cleaner.
- Support:** From one of the world's premier and leading manufacturers of vacuum cleaners, the Electrolux UltraSilencer EL6986A Canister Vacuum features super-quiet operation (Just 65 decibels, compared to the 75 decibel average) while efficiently removing dirt, debris and pet hair from hard surfaces and low-pile carpet.
- Media:** 30 second radio (Ideally a campaignable idea – 3 x scripts)
- Tone of voice:** Light-hearted, fun, empathetic
- Mandatories:** Must mention the name of the product

Radio

Electrolux UltraSilencer Canister Vacuum

Idea: To emphasise unwanted noise, we'll play a song of an opposite genre to the radio station you're currently listening to. For example, the execution below features 'Barbie Girl' by Aqua being played on ABC Classic FM.

Music: Barbie Girl by Aqua (chorus part)

SFX: Button clicked.

(complete silence)

Male V/O: Suck up all the noise. Electrolux UltraSilencer Vacuum.

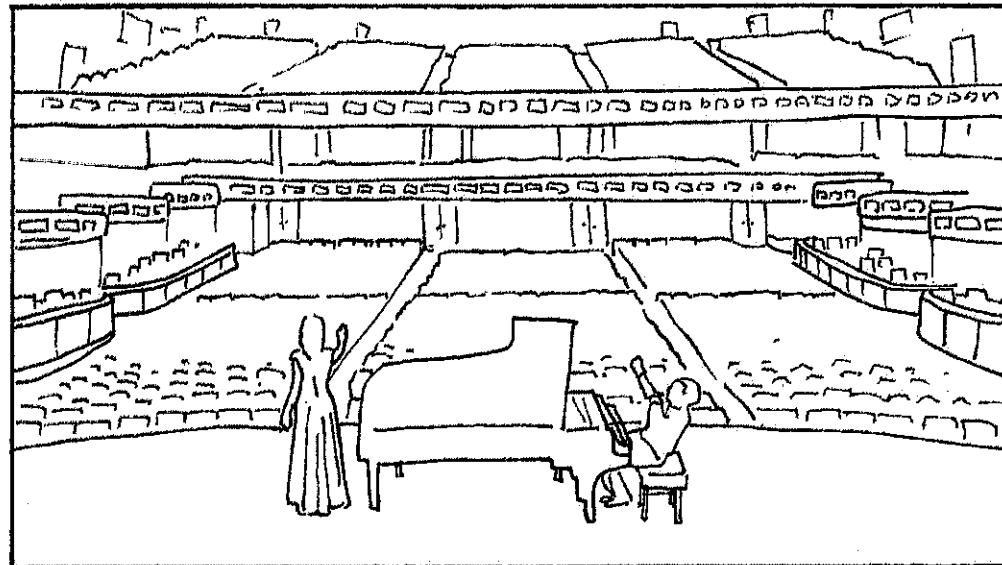


CREATIVE BRIEF

Brief Number: 5

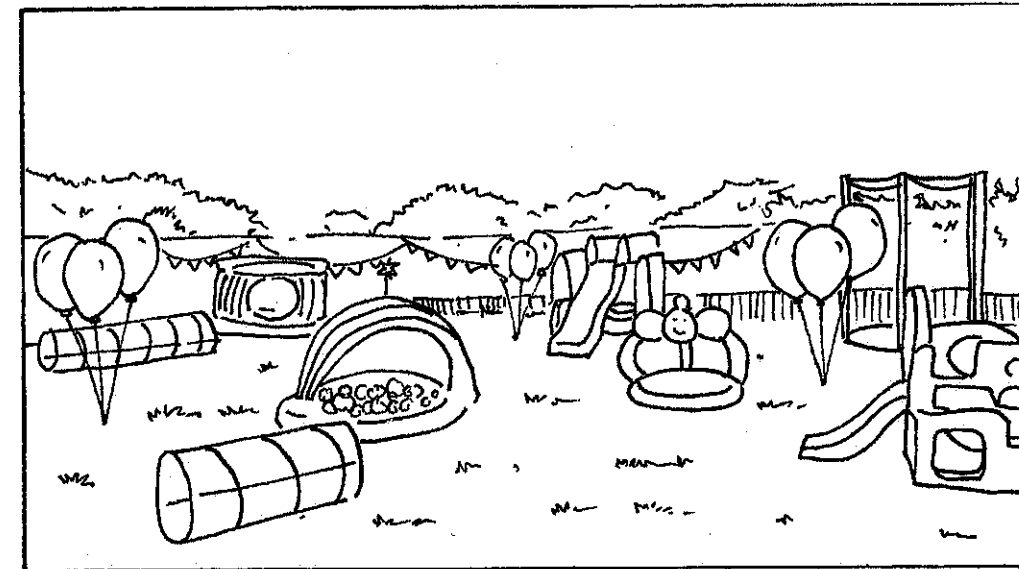
Topic:	TV
Client:	iinet
Product:	Unlimited high speed internet
Target Audience:	Heavy internet users i.e: households with multiple devices or dependent on data hungry video streaming, online gaming etc.
Key insight:	The advent of video streaming (Netflix etc), HD video, cloud computing and other data heavy services means that consumers are looking for faster, and more cost effective internet. Unlimited fixed price data plans mean that consumers can get more from the internet without worrying about excessive charges or speed caps when they reach their data limits.
Single-minded proposition:	With unlimited high speed data, there's no limit to what you can do.
Support:	iinet is Australia's second largest internet service provider. They offer a range of internet plans including high speed ADSL2+ Broadband and NBN with unlimited data.
Media:	30 second television commercial. Ensure that your message, story or voiceover (if required) fits comfortably within this timeframe.
Tone of voice:	Focused on the general consumer so therefore not too technical.
Mandatories:	iinet branding.

Frame One



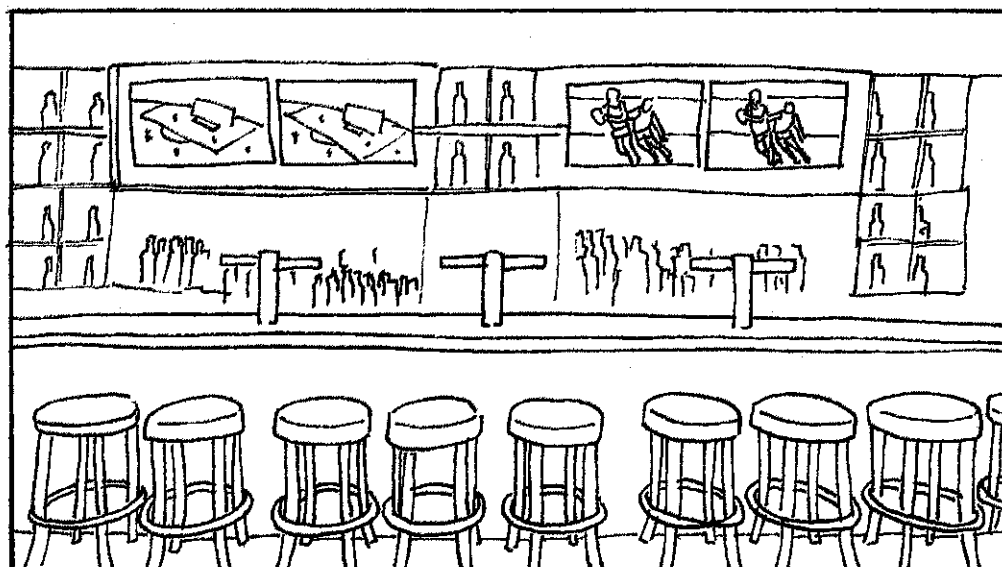
Empty opera hall with singer and pianist performing on stage

Frame Two



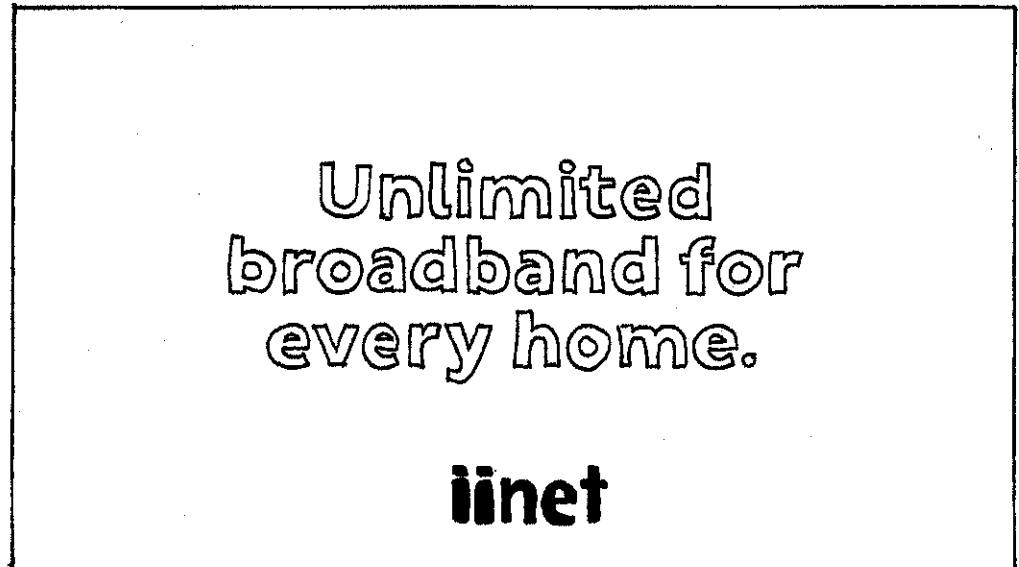
Empty kids birthday party

Frame Three



Empty sports bar with soccer and footy playing on screens

Frame Four



Male V.O: From all of us at iinet, we're sorry.

Brief 6

Strategy

Client
Airbnb

Product
Airbnb

Target Audience
Travellers who have used Airbnb before and enjoy exploring hidden gems.

Key Insight
The majority of Airbnb stays are in exotic places or major cities, but local hosts who are outside of these areas are missing out on opportunities because of their less-than-popular locations.

Single-minded proposition
Belong anywhere

Support
Local hosts in remote areas can provide the authentic experiences travellers have always dreamed of.

Media
Any

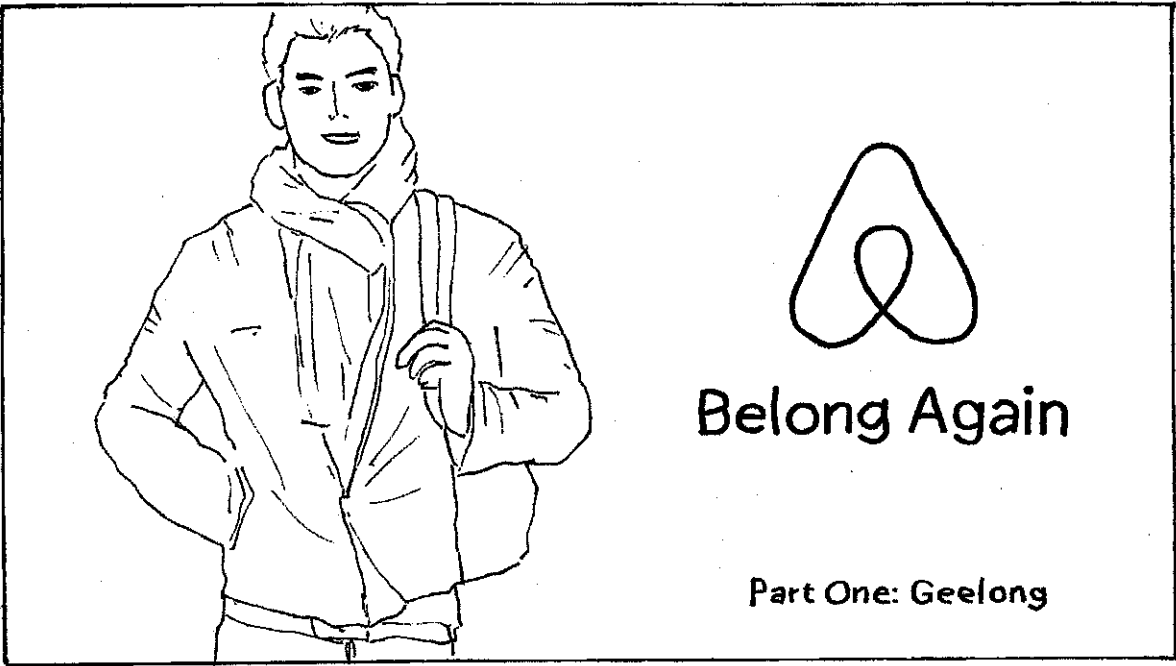
Tone of Voice
Warm, positive, encouraging

Mandatories
Airbnb logo

Hometown Strangers

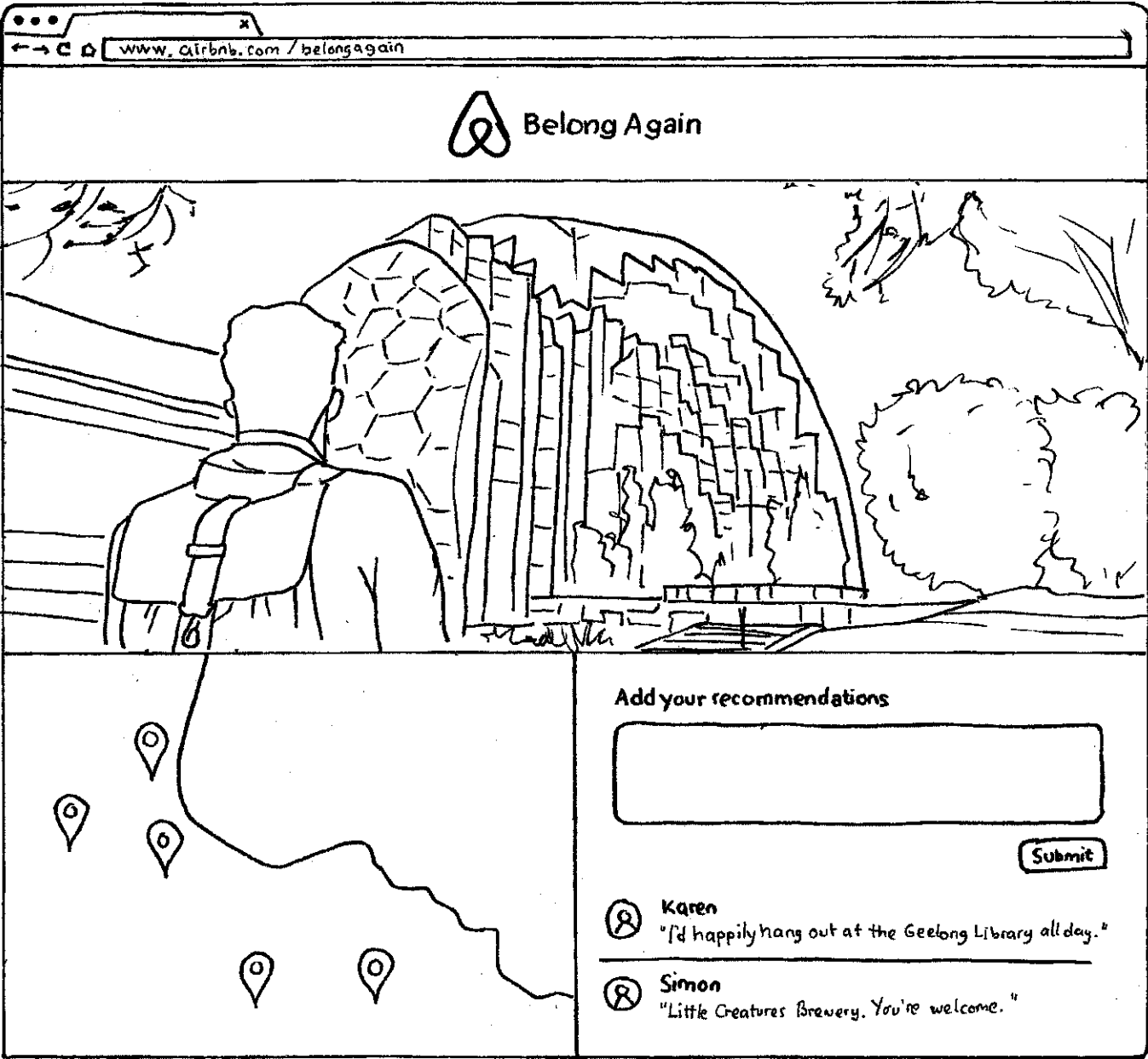
Insight: A lot of people who have moved from their hometown to big cities to study or work often feel reluctant to go back. They feel like a stranger when they go back to visit, often only because of family duties. However, they're missing out on all the new and interesting developments because they choose to ignore them.

Idea: We create an interactive documentary series where local Airbnb users can make suggestions on places to visit, restaurants to try, etc. as we follow their journey in rediscovering their hometown again with the help of Airbnb.



Interactive Documentary

As an example, for Part One we'd follow Tim's journey to rediscover Geelong after spending 12 years abroad in London and New York.



Website Hub

Airbnb users can submit suggestions on places to go and follow his journey.



CREATIVE BRIEF

Brief Number: 7

Topic:	Integrated
Client:	Australian Made
Product/Service:	Australian Made Products
Target Audience:	All Australians over 25 years.
Key insight:	The way we purchase has changed in recent years, and with online shopping becoming the norm more and more Australian Dollars are being spent on overseas products. As a result, many local Australian growers, manufacturers, farmers and businesses are suffering. We need to inspire more people to shop locally.
Single-minded proposition:	Buy Australian to support Australians.
Support:	Australian Made is a not-for-profit public company established to promote Australian products. Buying Australian benefits all Aussies. Buyers can enjoy some of the best products in the world, while supporting local jobs and the economy. Every dollar spent here helps support friends and family. People can identify an Australian Made product when they see the iconic green Australian Made triangle logo.
Media:	<p>Integrated. Minimum of 3 different executions in different mediums. Eg. Tv + Print+Digital banner.</p> <p>Successful Integrated campaigns take a single core idea and express it a different creative way for each medium. It's important that the campaign feels like a family and all 3 executions communicate the same message. Consider exploring how one medium links to the next. For examples of successful integrated campaigns explore here http://www.canneslionsarchive.com/winners/entries/cannes-lions/titanium-and-integrated/</p>
Tone of voice:	Friendly, confident, proud.
Mandatories:	Australian Made logo.

Celebrating Aussie Ingenuity

Insight: Australia has invented many quirky things that foreigners can't understand.

Idea: We celebrate these quirky inventions to remind Australians to buy Australian-made products so we can continue to invent the kinds of unique products we know and love.

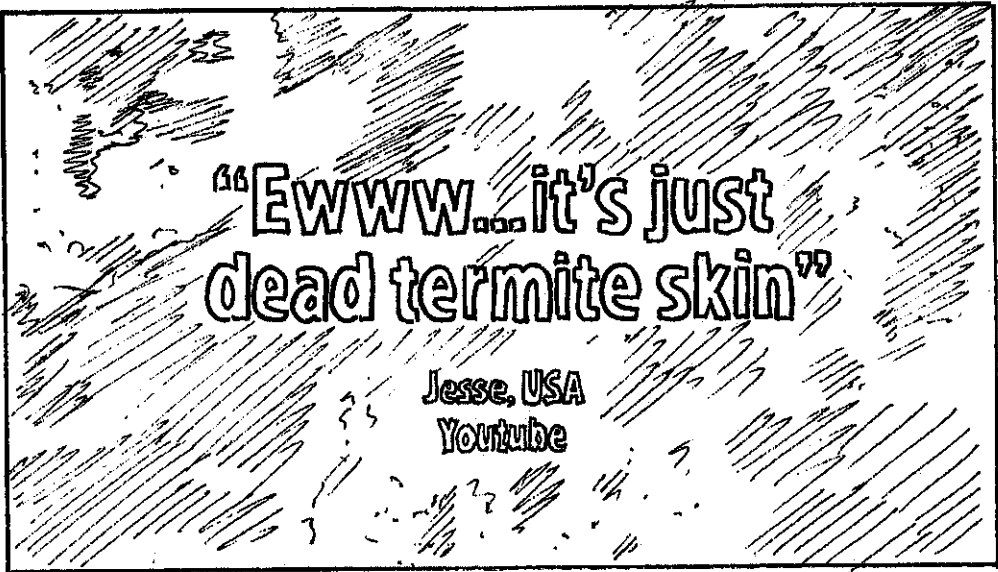
OUTDOOR – GIANT GOON BAG



TVC

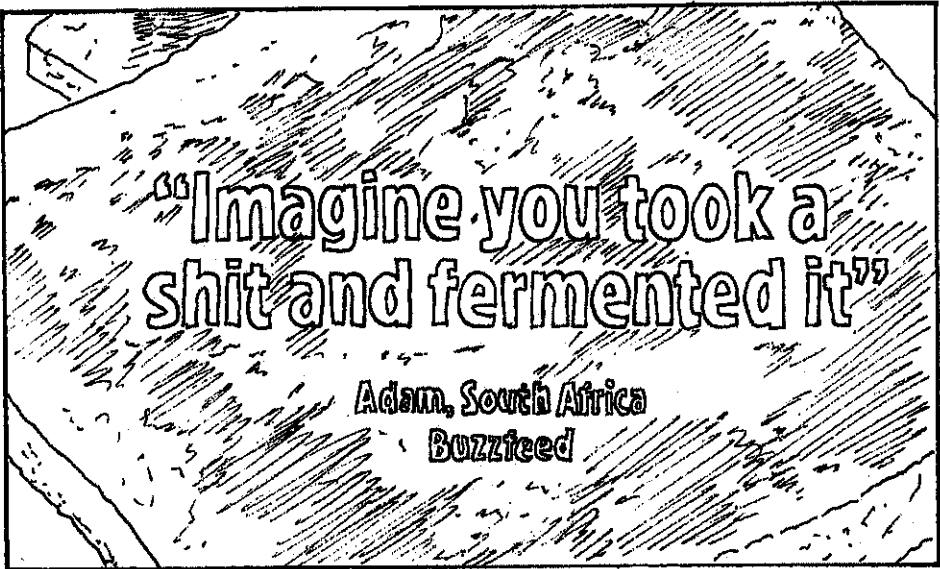
We take real online comments about Vegemite from around the world and have them narrated with voice-overs in different accents.
We start with a pitch black screen (an extreme close-up of Vegemite on toast), and as we go through 5 different comments, we slowly reveal the full toast.

Frame One



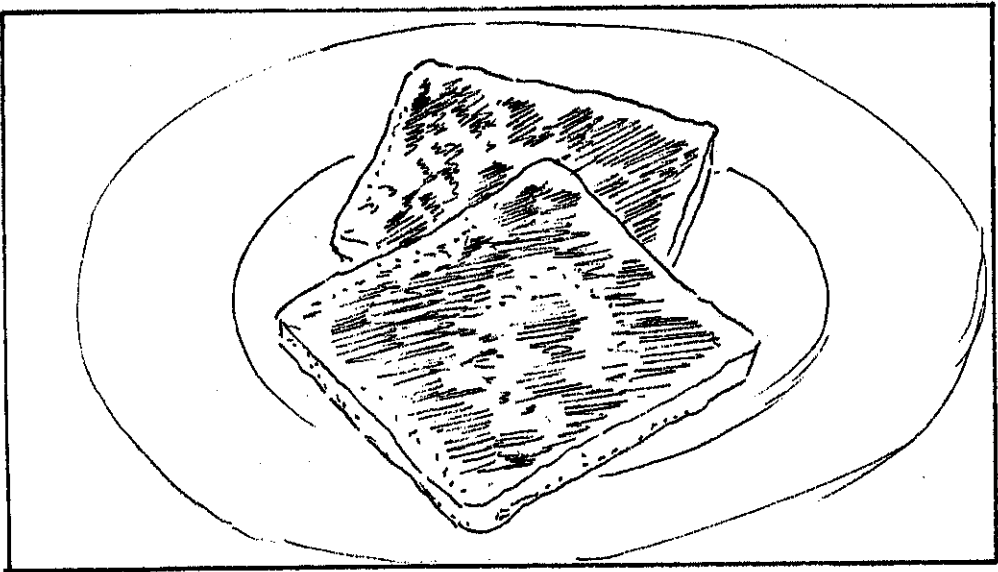
Female (American accent): "Ewww...it's just dead termite skin"

Frame Two



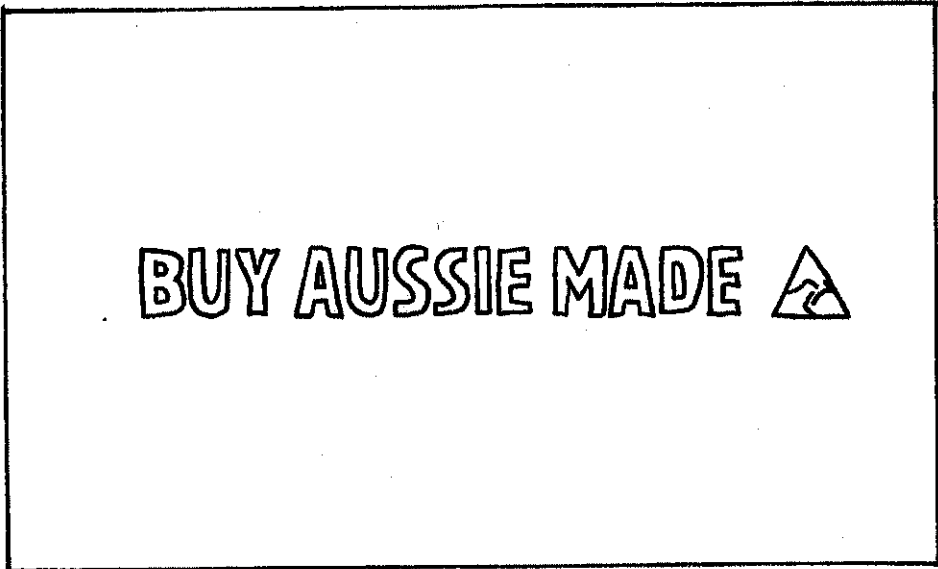
Male (South African accent): "Imagine you took a shit and fermented it"

Frame Three



Male (Australian accent): "Only Aussies understand"

Frame Four



PRINT

"Great burning man costume"

"He looked like a Christmas tree"

"Yeezy helmet?"

"What's that idiot's problem?"

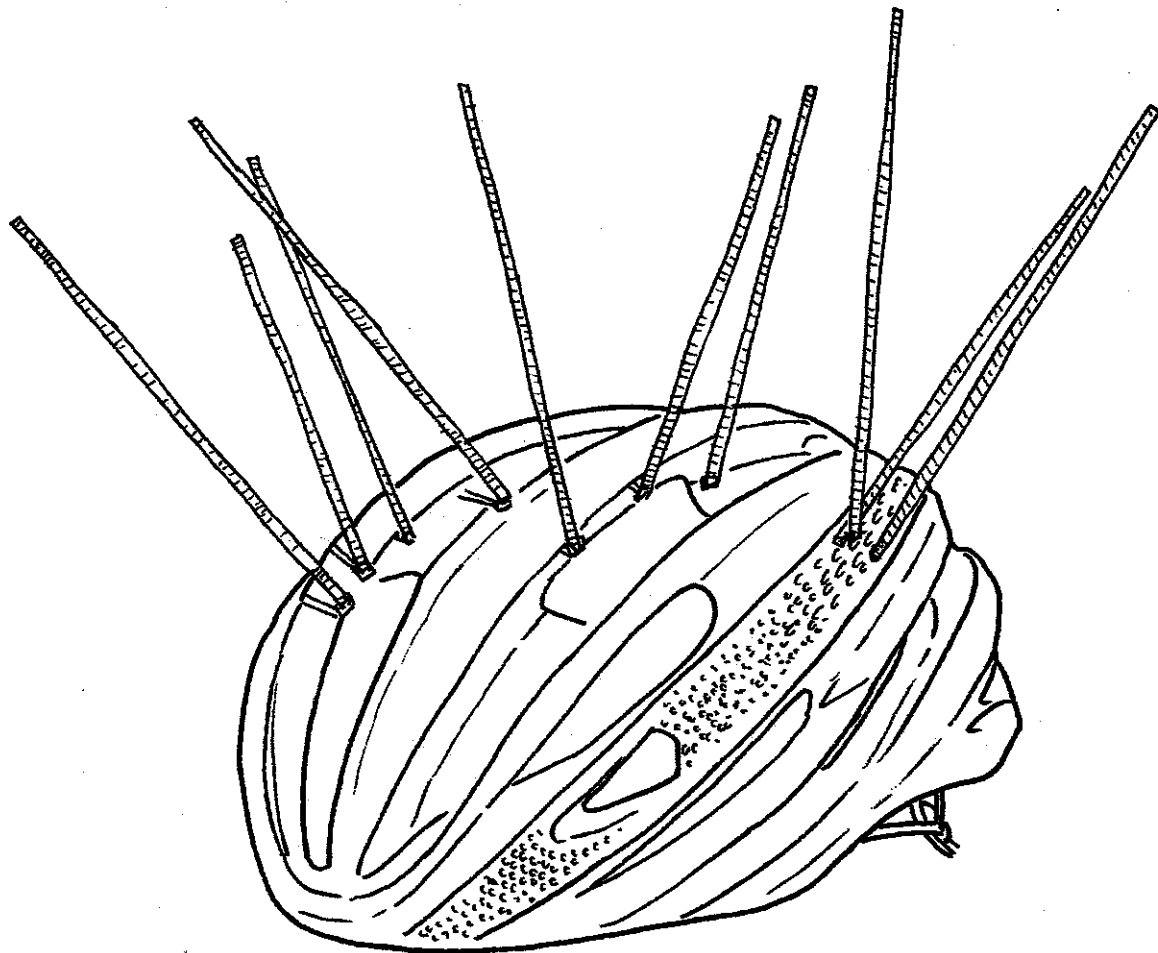
"Looks like something out of predator"

"You look like a porcupine"

"Call the fashion police"

"Alien phone?"

"What the ****"



ONLY AUSSIES UNDERSTAND.

BUY AUSSIE MADE 



CREATIVE BRIEF

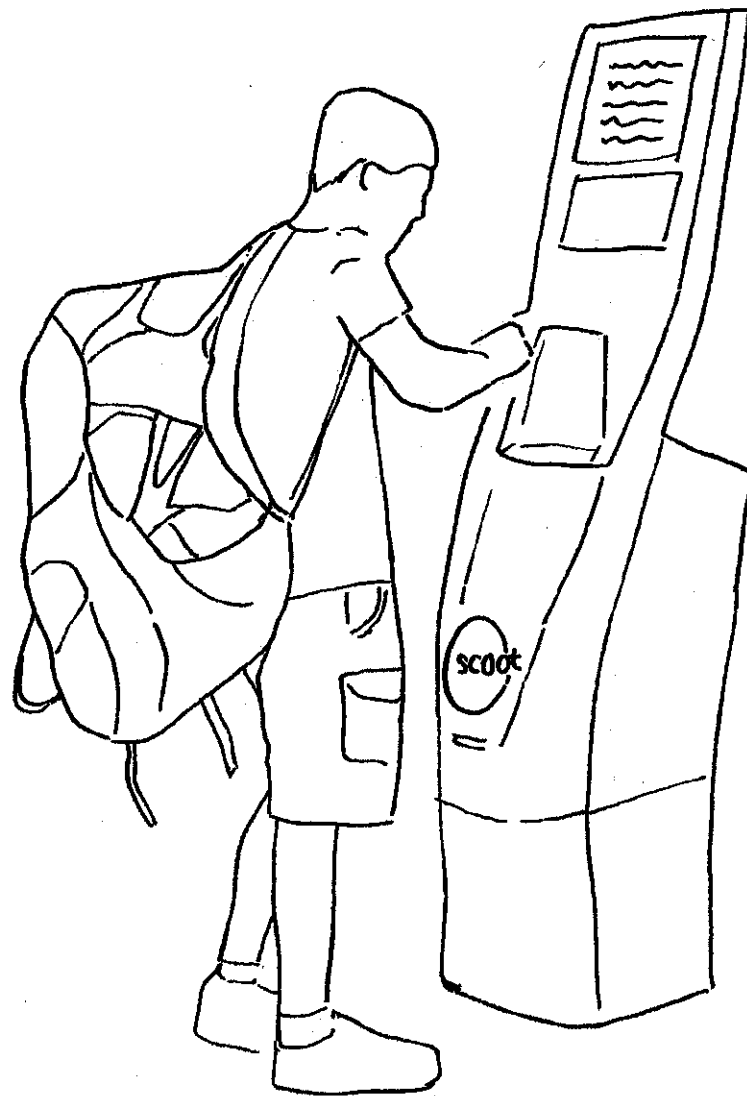
Brief Number: 8

- Topic:** Digital
- Client:** Scoot Airlines
- Product:** Low cost flights
- Target Audience:** We're talking to young travel-hungry people (students and backpackers) under the age of thirty 30. Their wanderlust levels are off the scale and all they want to do is jet off on new adventures every couple of months, even if they can't afford to do it well.
- Key insight:** This audience is willing to sacrifice comfort and any small luxuries just to be able to afford a trip.
- Single-minded proposition:** See the world on your budget
- Support:** Scoot is as no frills as they get. To keep the flights as cheap as possible, any extras you normally get on a flight, you have to pay for. That goes for seat selection, check-in luggage, overhead luggage, inflights meals, inflight entertainment, blankets, pillows, even a power plug on your seat – it's all at a cost.
- Media:** Anything digital and social, but please avoid developing stand-alone new technologies (eg wearable tech)
- Tone of voice:** Wild / fun / adventurous.
- Mandatories:** Scoot Logo

Leftover Holiday Cash Converter

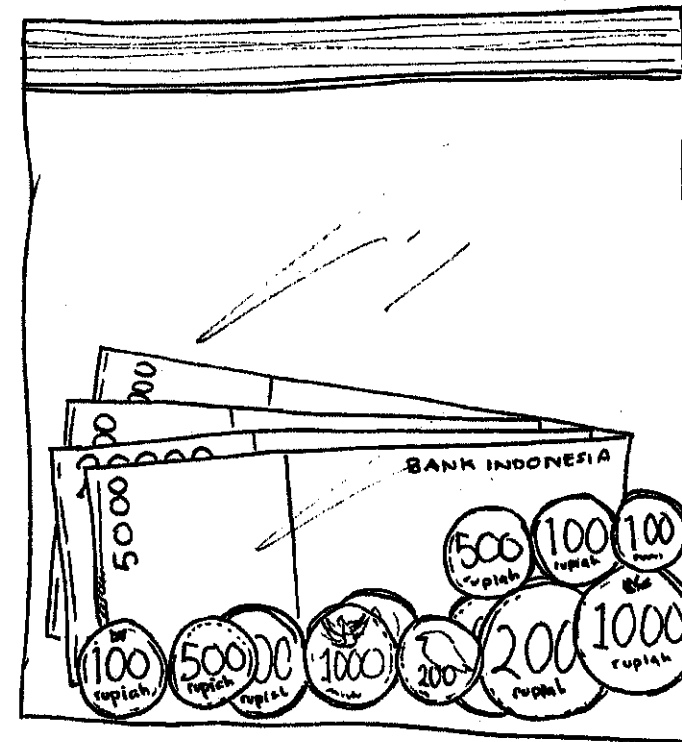
Insight: After returning from holiday, lots of people have leftover foreign currency they don't convert back because they're either too lazy to, or they know it's not worth their while due to poor exchange rates.

Idea: A 'converter machine' at the airport's arrival gate where you can convert your leftover cash into a Scoot account's credit for your next flight with Scoot.



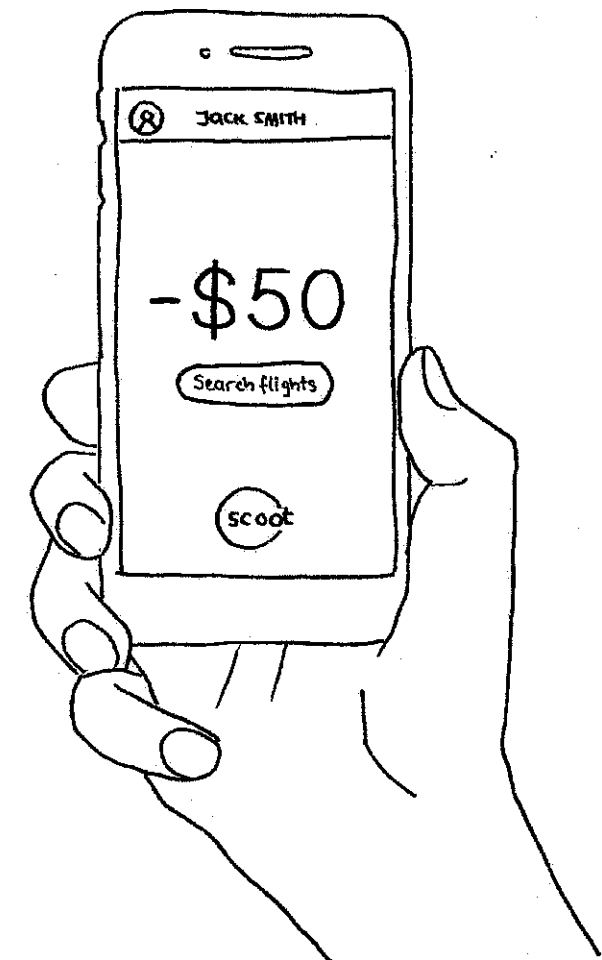
1

Download the Scoot app and sign up to unlock the machine



2

Deposit your leftover cash into the machine



3

Machine connects to the phone app and automatically converts cash into credit on your account



CREATIVE BRIEF

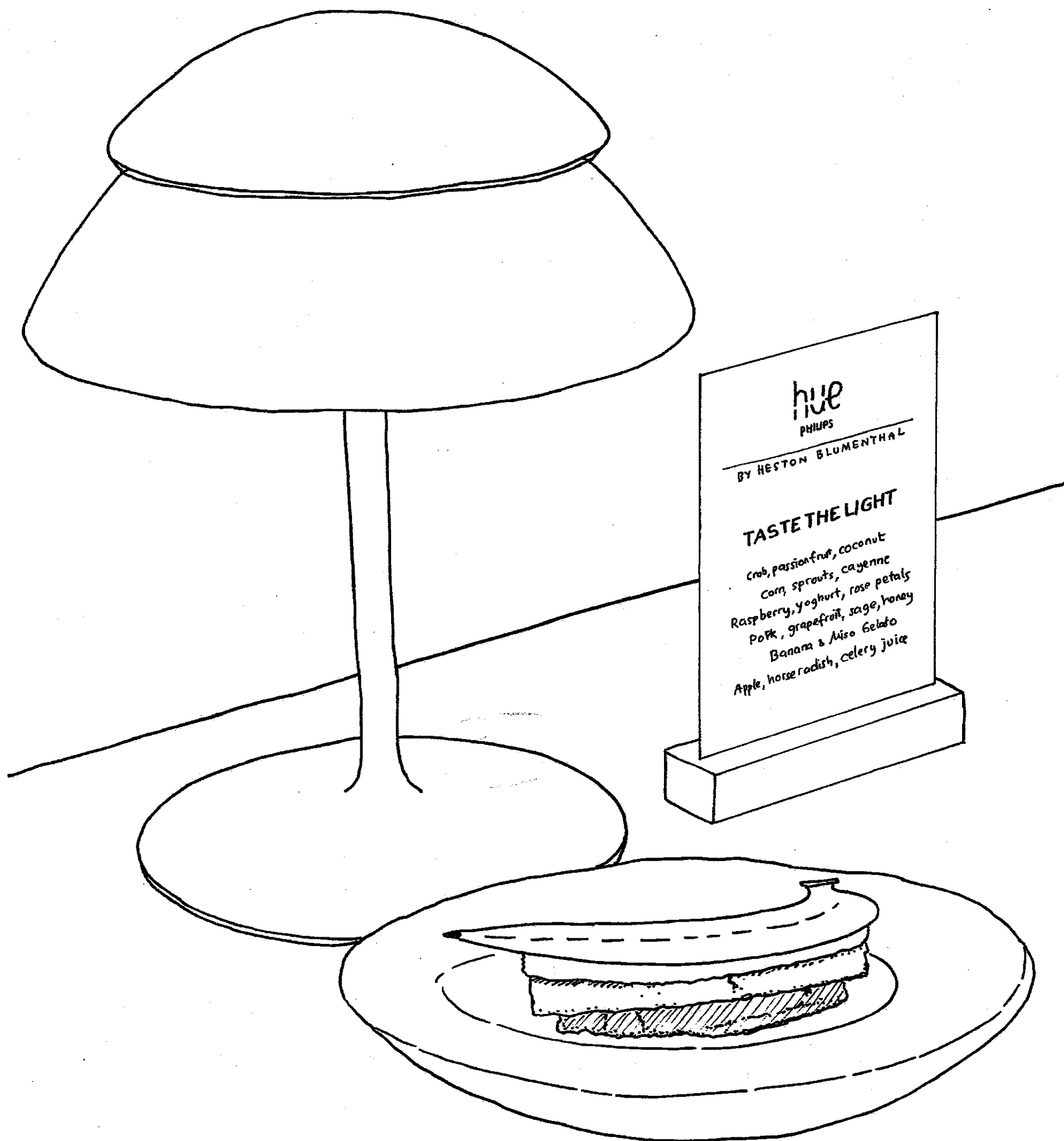
Brief Number: 9

Topic:	Experiential/PR
Client:	Philips
Product:	Hue lighting.
Target Audience:	Home owners with an appreciation for design and technology
Key insight:	The Philips Hue lighting system gives you almost unlimited control of your home lighting using LED technology and a smart phone.
Single-minded proposition:	Lighting controlled by your imagination.
Support:	<p>More than just an everyday timer, Hue lets you control colour, ambience, and sync your lighting to movies, music and games to bring mood, atmosphere and even excitement to any environment.</p> <p>Visit meethue.com for more information.</p>
Media:	Ideally, the experiential event should be held in a public environment where people have the opportunity to interact with or experience the product first hand. The PR element to this brief is simply to make the event 'newsworthy' or something people might want to share through social media (via videos of the event for example).
Tone of voice:	<i>Innovative and contemporary.</i>
Mandatories:	No mandatories other than the product and brand.

Taste the Light

Insight: Light alters your perception of taste. For example, when you see a blue strawberry, your brain will not register the taste the same way it would a red strawberry – even though, technically, it tastes exactly the same.

Idea: A partnership with Heston Blumenthal to create a curated fine dining experience where your perception of taste will be challenged through light. Each course will be assigned a colour that clashes with the natural colour of the dish to challenge the brain's perception of taste.





CREATIVE BRIEF

Brief Number: 10

-
- Topic:** Innovation / Content / Game Changer
- Client:** Australians For Equality
- Product:** Marriage Equality
- Target Audience:** Adults (skewing to being older) who are apathetic towards the issue of marriage equality in Australia. They're not necessarily against it for moral or religious reasons – they just don't see why marriage equality under the law is a big deal.
- Key insight:** They may support equality but are not sure about marriage. That might be because they grew up without any openly gay people around them or in an environment where it was frowned upon.
- Single-minded proposition:** *Marriage equality is good for Australia*
- Support:**
- Without Marriage equality we are perpetuating a prejudice and intolerance towards a select group of individuals who nonetheless pay the same taxes, fight the same wars, and abide by all other citizenry responsibilities as an Australian – the same Australians who dream of the same things as everyone (their wedding day, their dream partner etc).
 - Equality, respect and dignity are values that are as Australian as they come.
 - We are dragging behind in the world. 21 other countries already have marriage equality: including the UK, New Zealand, Ireland and the US.
- Media:** Anything that helps redefine the way we advertise. Rather than use broadcast media (TV, outdoor, print) please think about an idea such as a new product, a Netflix series, a new piece of tech, a proposal to change the way an organisation conducts its business or even a social movement. Ideally something we have never seen before.
- Tone of voice:** Bold, inviting and warm.
- Mandatories:** Equality logo and tagline.

Rainbow Reader

Insight:

- 64% of Australians already support marriage equality, but holding a plebiscite would cost \$160m.
- There are many apathetic citizens who may not put in the effort to go out and vote if the plebiscite is held.

Idea:

- Install a rainbow transport card reader (next to the existing transport card reader) in buses, trams and trains that allows people to tap to register their support for marriage equality.
- The data collected over a month is sent to the government to demonstrate that the majority of Australians support marriage equality every day.
- This initiative will launch in Australia's major cities and gradually expand to regional areas, replacing transport readers with ATMs.

