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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

The clear choice





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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

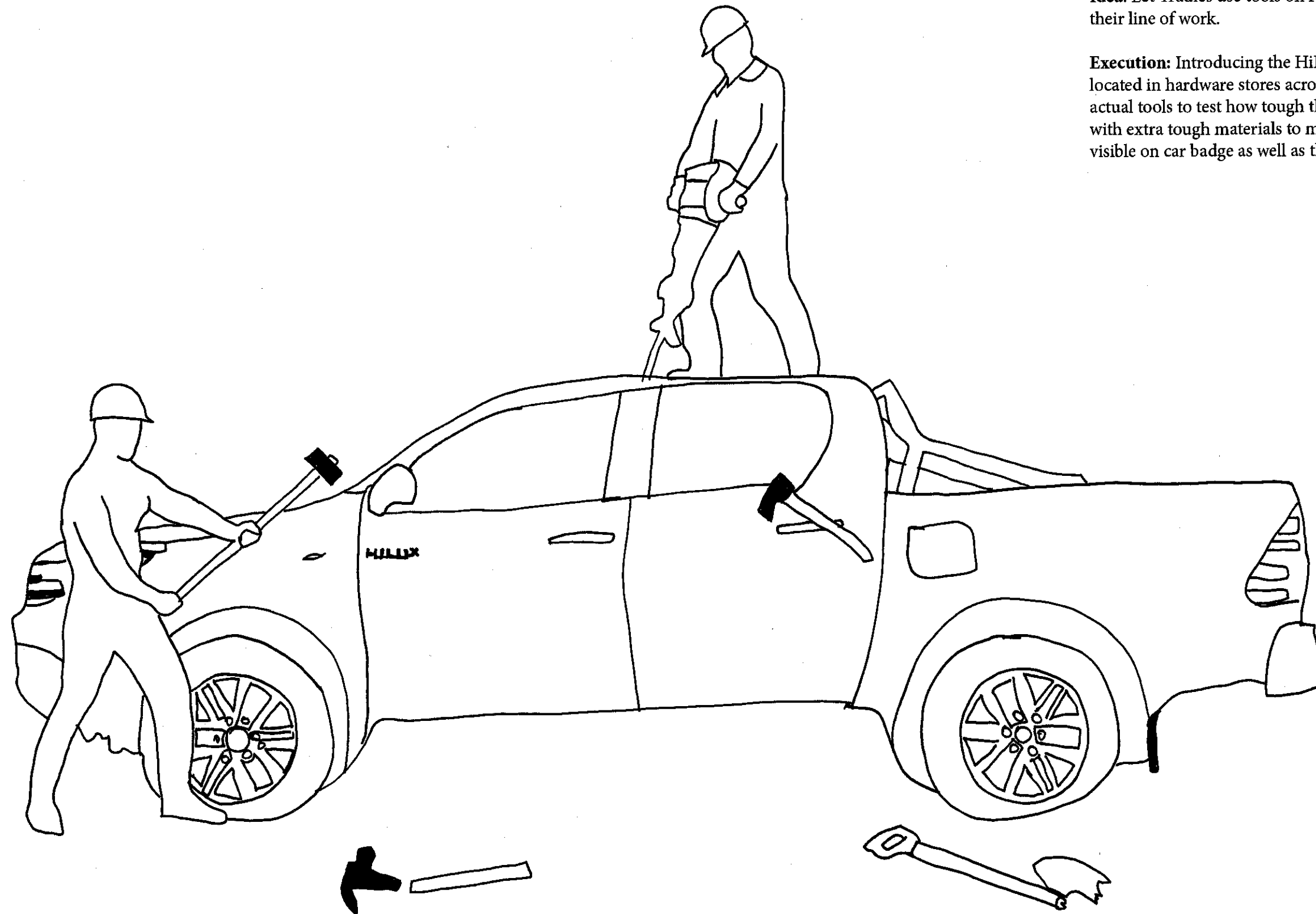
Brief 2 - Toyota HiLux

Idea: The HiLux Tough Test

Insight: Tradies need a car that can handle the tough tools and tough environments they work with.

Idea: Let Tradies use tools on HiLuxes to test if they're tough enough for their line of work.

Execution: Introducing the HiLux Tough Test. These Test stations will be located in hardware stores across the country. Tradies are invited to use actual tools to test how tough the car really is. The cars will be reinforced with extra tough materials to make sure they are unbreakable. Logo is visible on car badge as well as the activation's barrier.





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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:	<p>With Softcoat® Lotion Technology, Kleenex Aloe Vera tissues are carefully coated with natural Aloe Vera and soothing Vitamin E.</p> <p>These 3-ply tissues are perfect for times when sniffles and sneezes make your nose feel extra sensitive.</p>
Media:	Print campaign. Three press ads of any size.
Tone of voice:	Soothing and trustworthy
Mandatories:	Kleenex logo.

Soothe your nose with the smoothest



(this is Michael Bublé)

Soothe your nose with the smoothest



#Note - This is Adele

Soothe your nose with the smoothest



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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

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Brief 4 - Electrolux

Script 1: In Containers

[Music FX]

The track Teen Spirit by Nirvana plays underneath

MVO: {terribly singing}
With the lights out,
Sex is dangerous
Here we are now,
In containers!

VO: The Electrolux UltraSilencer
Vacuum Cleaner.

Hear yourself suck instead.

Script 2: Pet Shark

[Music FX]

The track Hit Me With Your Best Shot by Pat Benatar plays underneath

FVO: {terribly singing}
Why don't you hit me with
your pet shark,
Why don't you hit me with
your pet shark.

VO: The Electrolux UltraSilencer
Vacuum Cleaner.

Hear yourself suck instead.

Script 3: Bastards

[Music FX]

The track Ghostbusters by Ray Parker Jr. plays underneath

FVO: {terribly singing}
If there's something strange,
In the neighbourhood,
Who ya gonna call?
Those bastards!

VO: The Electrolux UltraSilencer
Vacuum Cleaner.

Hear yourself suck instead.



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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.

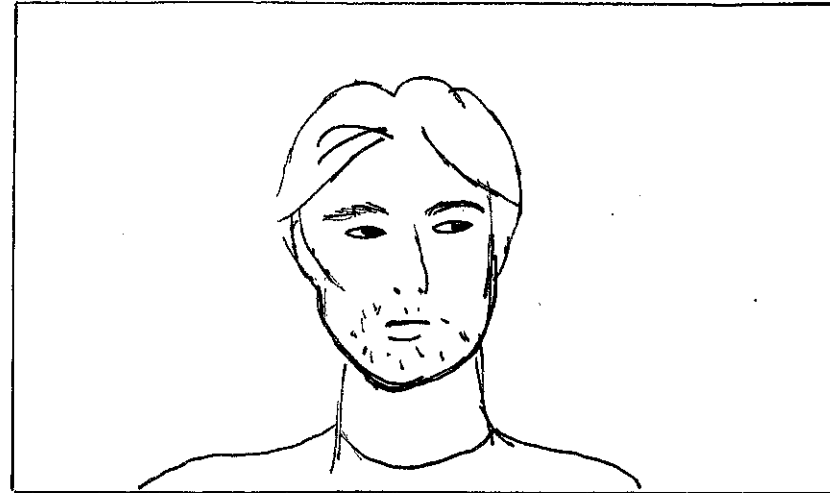
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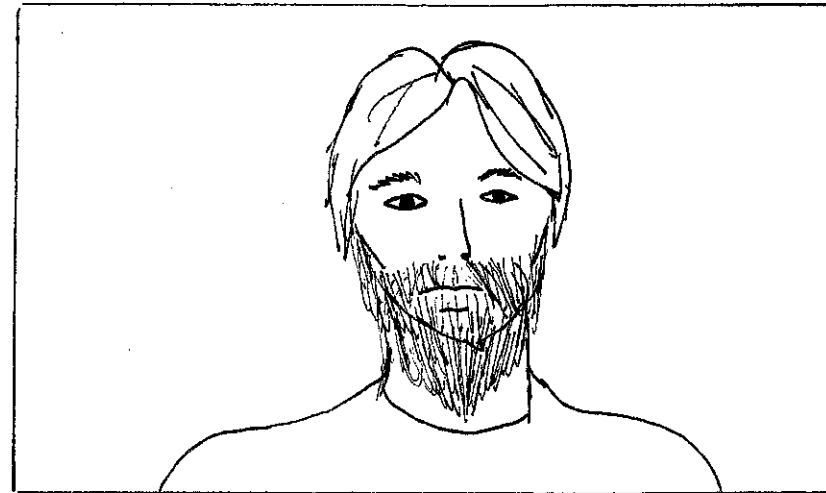
Brief 5 - iinet

Unlimited Beard



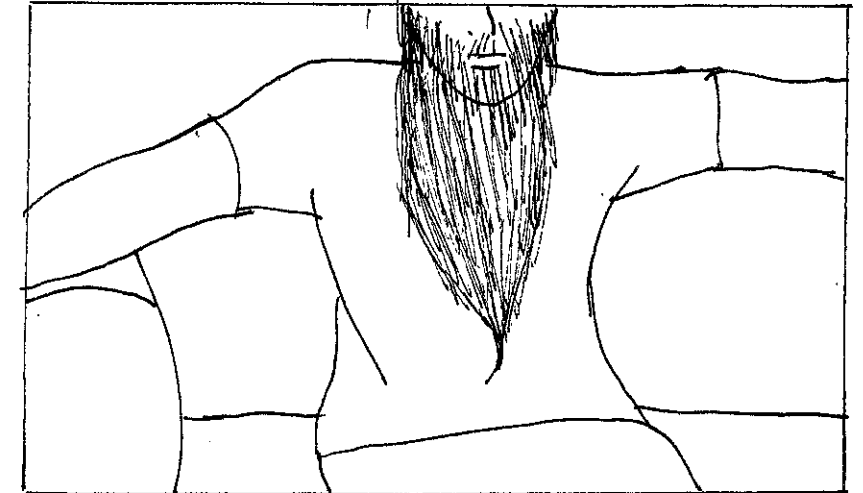
Visual: Open on the face of a cleanly shaven man sitting in his loungeroom watching TV. Slowly, we see stubble emerge and continue to grow.

VO: There used to be limits to what you could achieve...



Visual: Man's beard continues to grow and thicken.

VO: But limits are there to be pushed.



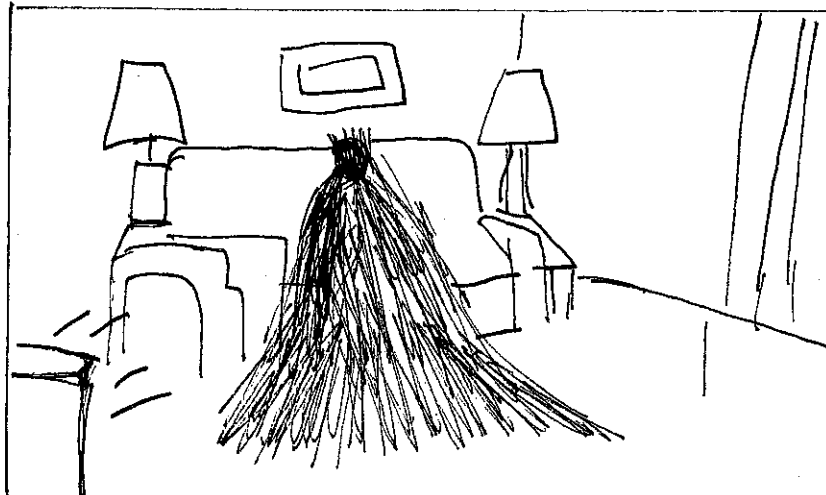
Visual: Close up of the man's new beard, it still continues to grow.

VO: Limits are there to be broken



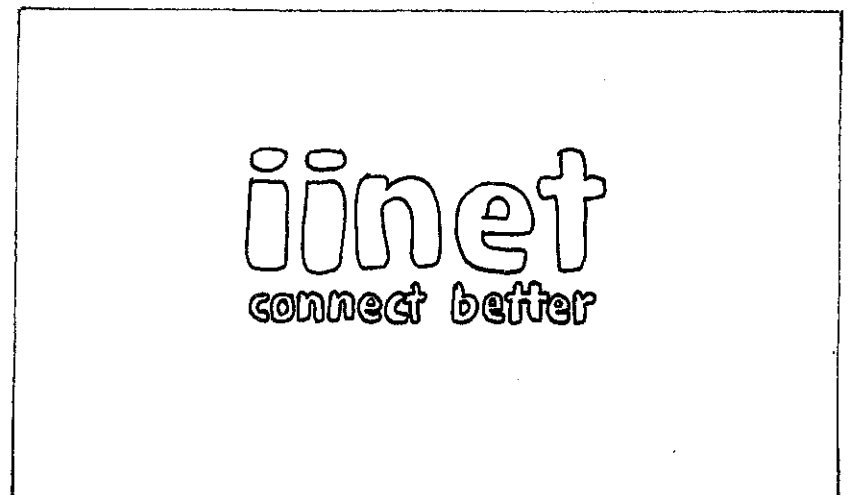
Visual: Man is now lying on the couch, his beard is down to his knees.

VO: iinet's unlimited high speed data unlocks your limitless potential to watch, game, post and grow one hell of a beard. All at the same time.



Visual: Man's beard continues to grow until it fills the loungeroom. All you can see is the glow from the TV.

VO: Remember. Girl's dig beards.



Visual: Endframe.

VO: And unlimited high speed internet.



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CREATIVE BRIEF

Brief 6: Strategy

Client: You decide

Product: You decide

Target Audience: You decide

Key insight: You decide

Single-minded proposition: You decide

Support: You decide

Media: You decide

Tone of voice: You decide

Mandatories: You decide

The purpose of this brief is that you choose a brand, product or service and communicate something new about it in an interesting way.

This is a brief that you have to write AND develop creative ideas for.

Writing the brief is only one part of the challenge; you then need to come up with ideas based on the brief you've written. It's just like any other brief, only you're writing this one.

Also, you want to pick a product and a proposition that leads you to a very real human truth. A real human insight.

If you can, try to avoid products that have already been advertised to death (fast cars, strong super glues, powerful window cleaners etc).

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Brief Number: 6

Client: Powerade

Product: Powerade Sports Drink

Target Audience: 18-30 year olds who like to go out

Key Insight: The target audience enjoys getting drunk and having fun but fail to plan ahead and make arrangements that could help them feel better the next day.

Single-minded proposition: Powerade helps you recover from a hangover faster.

Support: Powerade is packed with electrolytes that have been scientifically proven to help you rehydrate faster, making it a perfect tool to help people recover from a night out after a night of drinking.

Media: Integrated - Ambient, Activation, POS

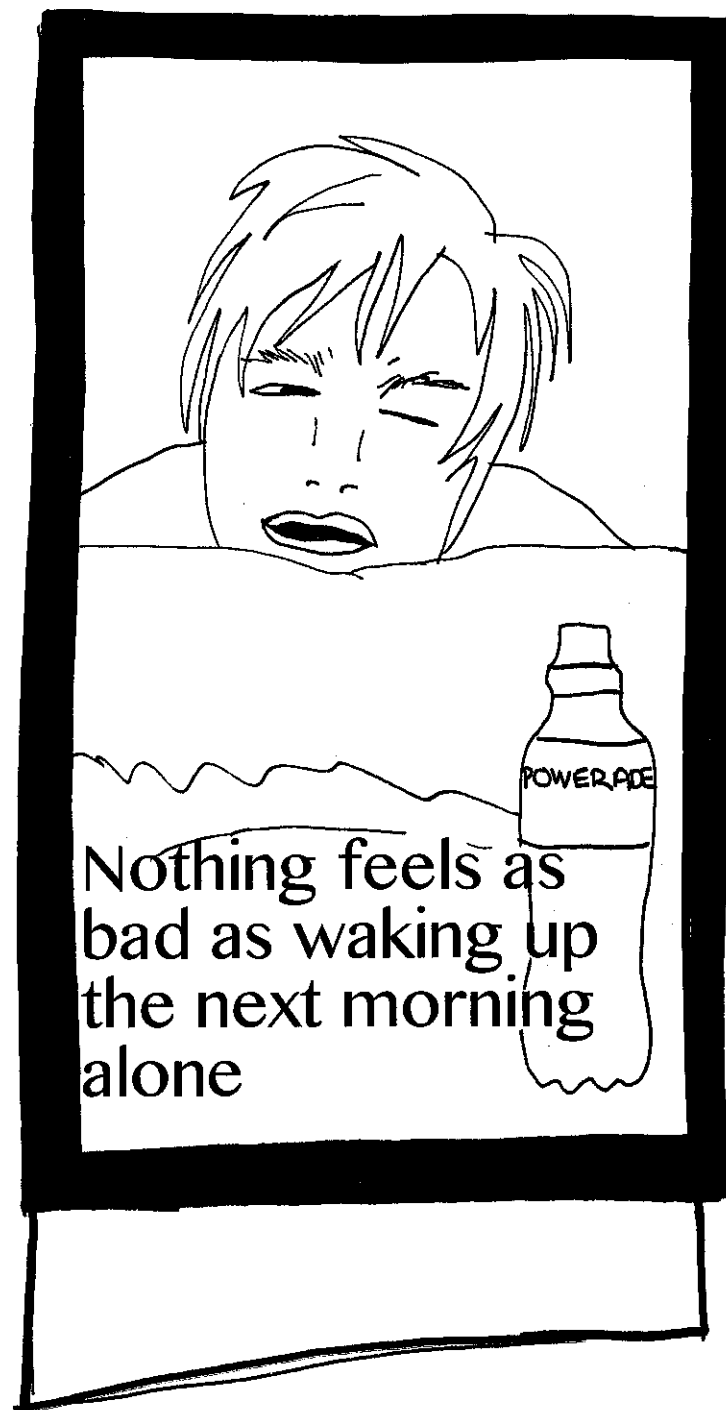
Tone of voice: Relatable

Brief 6 - Strategy

Product: Powerade

Insight: When people go out drinking they try to pick up

Idea: Encourage people to wake up next to Powerade

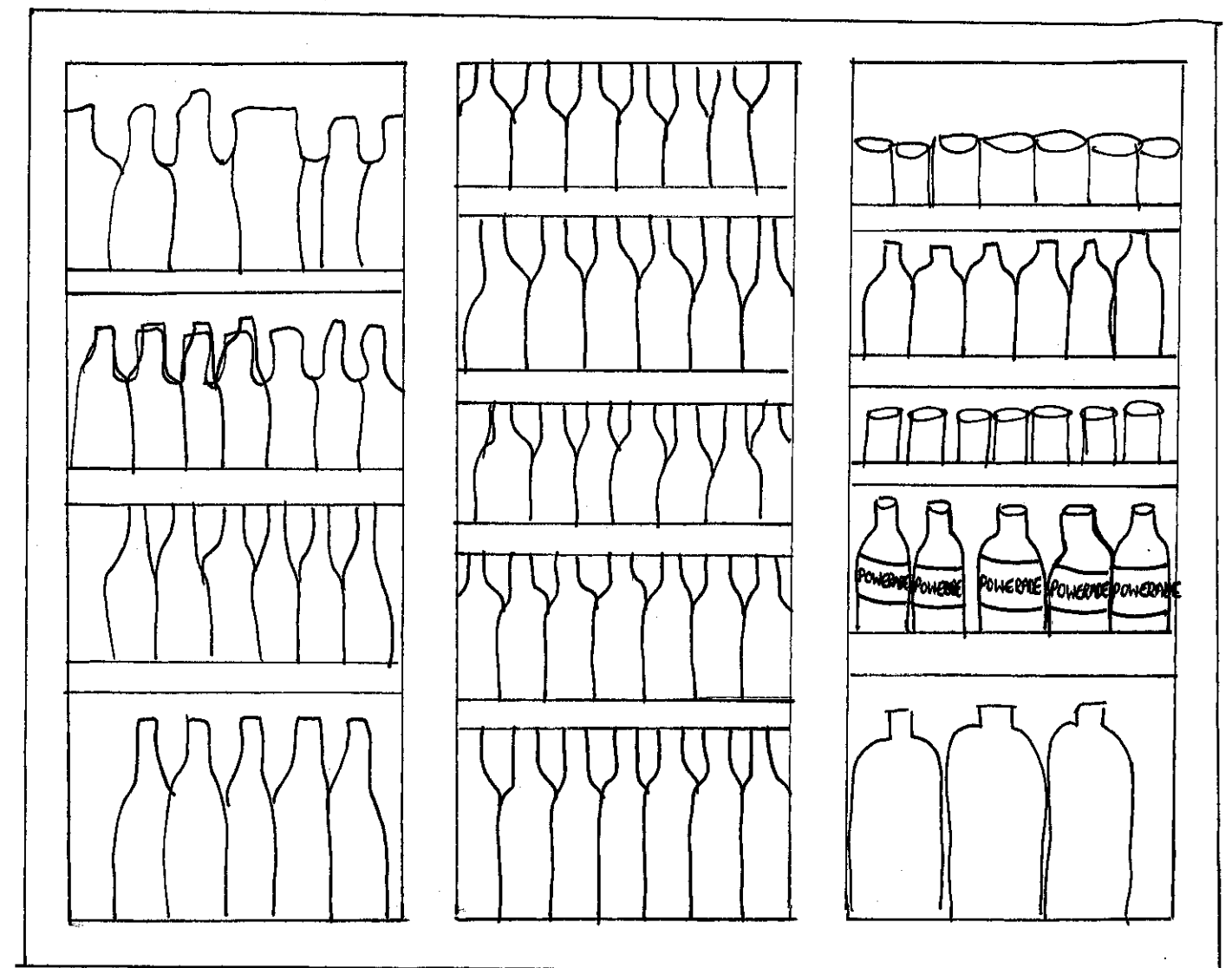


Execution 1: Outdoor

Position advertisements in displays located near bottleshops, including the digital displays inside malls

Execution 2: POS

Position products so they are in the same fridge as alcoholic beverages.



Brief 6 - Strategy

Product - Powerade

Execution 3: Activation

At the end of the night in areas such as Newtown where there are a lot of people going out hand out Powerades to those heading home.





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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: Integrated. Minimum of 3 different executions in different mediums.
Eg. Tv + Print+Digital banner.

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/>

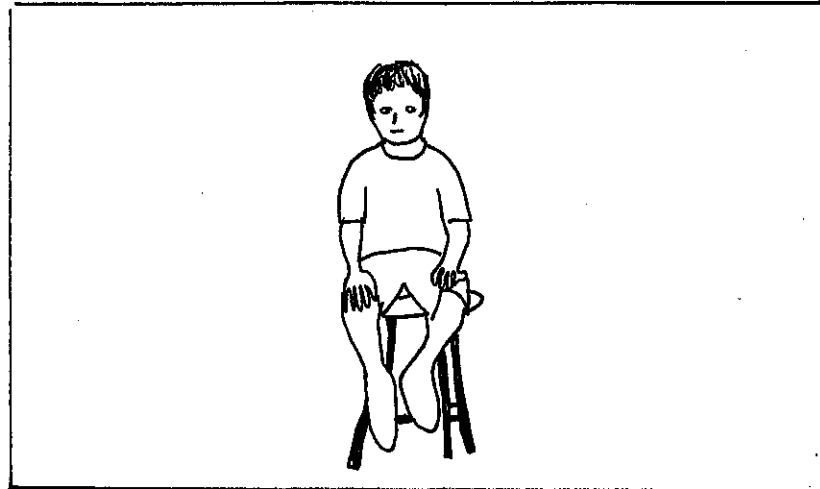
Tone of voice: Friendly, confident, proud.

Mandatories: Australian Made logo.

Brief 7 - Australian Made

Insight: Parents teach their children to follow their dreams in life and as long as they work hard can have their dream job.

Idea: The original Australian dream was to purchase the house. The new Australian Dream is for the next generation to be able to keep dreaming and know they don't need to leave Australia to follow their dreams.



Visual: Open on a studio set up with an empty stool. We see a child walk into the frame and sit on the stool. The next 2 frames are the same idea but with a different child walking and sitting on the stool.

Interviewer (behind the camera): What's your name?

Kid 1: Ellis

Kid 2: Fatima

Kid 3: Chase



Visual: Cuts to a shot of each child as they answer

Interviewer: What do you want to be when you grow up?

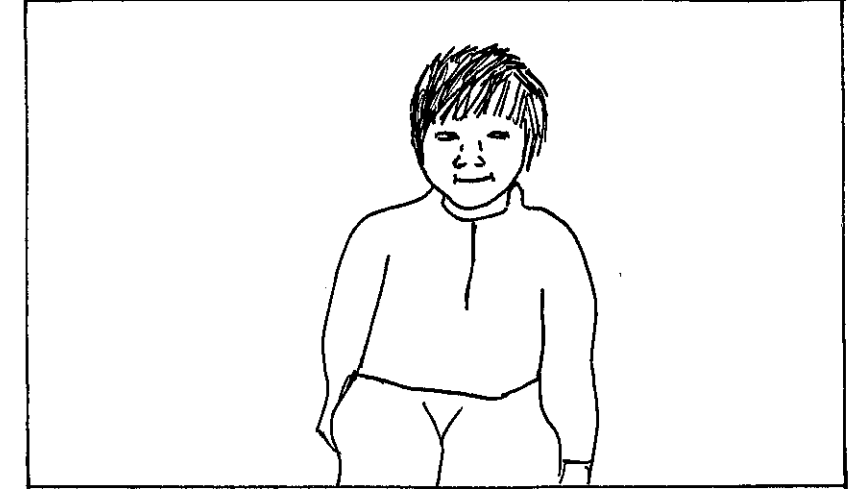
Ellis: A farmer because I love Farmville

Chase: Build stools

Interviewer: A carpenter?

Chase: ... Yeah, that one

Fatima: Dressmaker



Visual: Cuts to a shot of each child as they answer

Interviewer: What do your parents think?

Fatima: Told me I will be the best

Chase: Said I can do anything if I believe

Ellis: They said ok.



Visual: Cut to shots of each child still sitting on the stool staring at the camera or looking around

VO: Who wants to tell them their dream jobs won't exist in Australia in the future?

Buy Australian Made to support the new Australian dream.



Visual: Endframe

Brief 7 - Australian Made

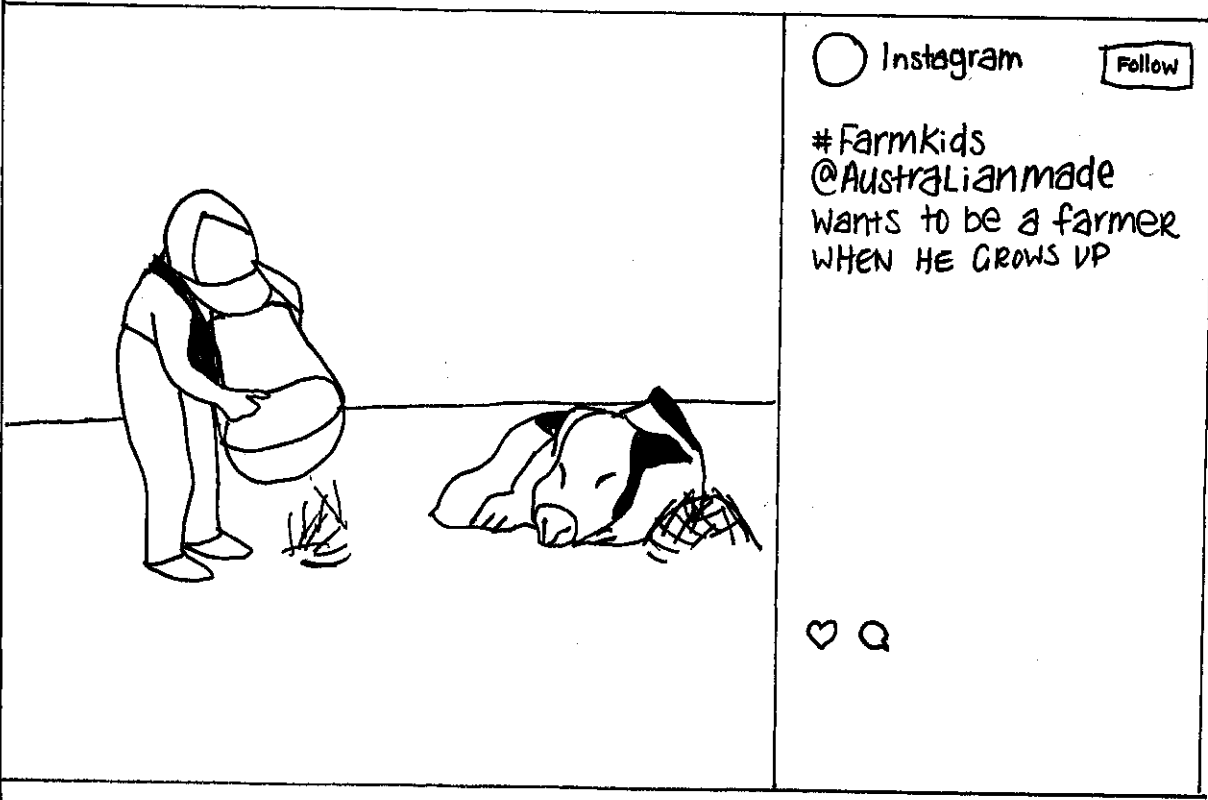
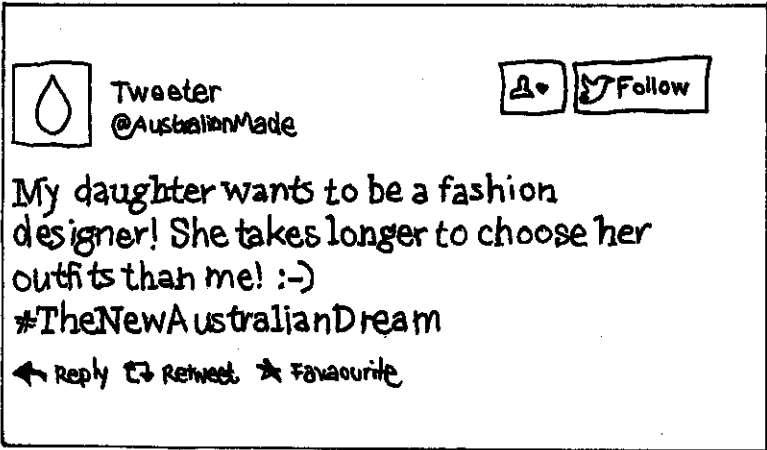
Campaign: #TheNewAustralianDream

Execution 2: Outdoor



Execution 3: Social

Invite Australians to use the hashtag #TheNewAustralianDream to share not only what their kids want to be when they grow up on social media but, to also share memories of what they wanted to be when they were younger



Brief 7 - Australian Made

Campaign: #TheNewAustralianDream

Execution 4: Print

Place 'Wanting to Work' advertisements for kids' dream jobs in the Jobs Section of newspapers

SEEKING EMPLOYMENT - JULY, 2030

My name is Ben. I'm 10. When I grow up, I want to make chairs and tables and stuff.

More than ever we buy stuff that has confusing instructions in funny languages. It wasn't made here and I've learnt it means there are less jobs for Australians.. That's now, what about when I grow up, will there be even less jobs? Will I need to move away to do the job I want to do? Because I love my home and don't want to leave.

That's why I'm advertising now. I'm asking if you can help me and your kids to be whatever they want to be when they grow up.

Buy Australian Made and support our dreams.

#TheNewAustralianDream

Execution 5: Digital

Banners on recruitment websites. Whatever job the user is searching for is included in the banner

When I grow up I want to be in fashion, too.



I want to be a designer, and make my own clothes!



That's my dream



#TheNewAustralianDream



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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

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Brief 8 - Scoot Airlines

Insight: People often don't notice when small amounts have been withdrawn from their bank accounts, such as subscriptions or bank fees.

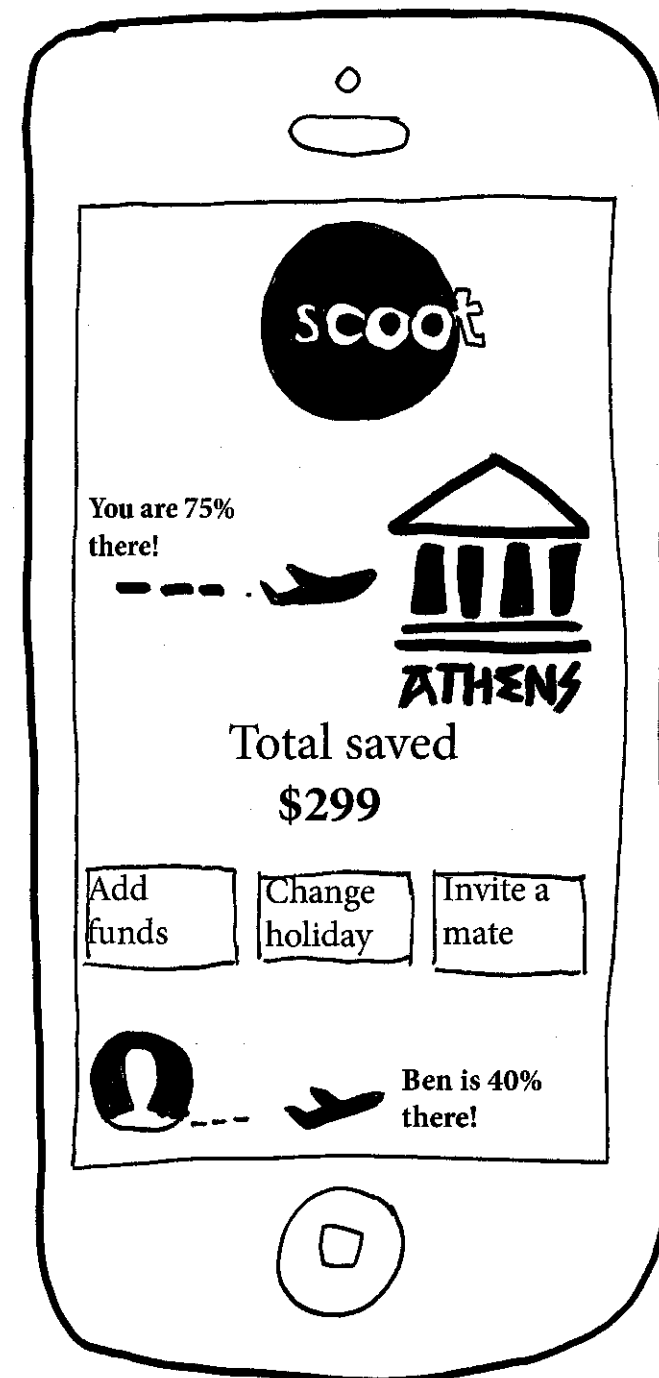
Idea: Create an app that automatically deducts small amounts from user's bank accounts and puts these funds towards Scoot flights.

Execution: Users select their desired holiday destination and the dates they would like to go.

The App analyses their bank account to work out the user's average earnings/spending and suggests a deduction option - whether this is to round up each purchase to the nearest dollar, nearest \$5 or just a single daily or weekly deduction.

As the target audience often travels with friends, they have the option to link their trip with someone else so they can hold each other accountable to keep saving for their trip.

Users also have the option to add additional payments in the case they want to purchase flights sooner.





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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.

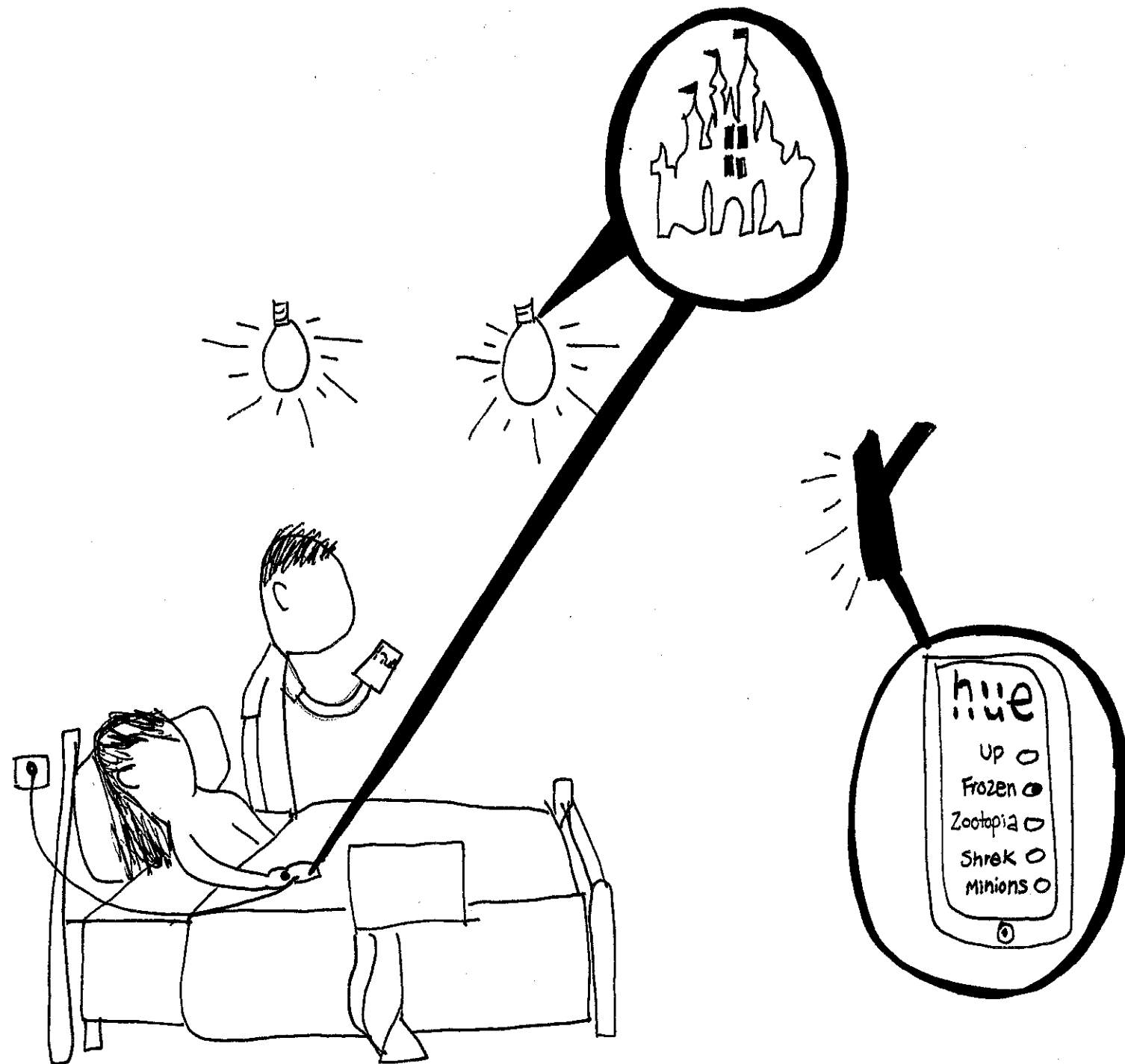
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Brief 9 - Philips Hue Lighting

Idea: The Philips Hue-scape



Insight: Everyone hates being in hospital because it is such a impersonal, cold environment. It is even worse for children, as they may not understand why they need to be there.

Idea: Demonstrate how the right lighting can transform any environment, including a children's hospital room.

Execution: Install Philips Hue Lighting in childrens' hospital rooms across the country and allow patients to stream unlimited kids movies through the Hue app or directly to the hospital TV.

Using a modified nurse call button and the Hue app, children and their parents can then transport the room to the same world as in the movie, such as Atlantis from The Little Mermaid (under the sea) or Agrabah from Alladin (Arabian desert).



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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.

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Brief 10 - Marriage Equality

Strategy: The Sydney Mardi Gras Parade is one of Australia's most well known events. The Parade only occurs in Sydney, meaning those in rural Australia have no direct exposure unless they travel. Could we encompass an element of the parade and make it nationally accessible to rural Australians?

Idea: Paint a rainbow across Australia.

Execution: Paint the Rainbow

Australians for Equality will send the Equality paint truck across Australia to paint a rainbow stripe down the side of roads. The path the Equality truck will paint will go through major cities as well as rural towns, making the rainbow will be accessible and visible to all Australians.

When the Equality truck returns back to the start of the rainbow, it will stop painting and leave a gap between the start of the rainbow and the end. This gap reflects where we currently stand as a country. We think we already are connected but in reality, we aren't. There is a gap in society. It may seem like only a small gap to some but nonetheless it is a gap.

When Australians see the rainbow, they will have a tangible reminder of this gap in society. We cannot progress as a society until we are all on the same page as each other, all connected. Only then will we see the end of the rainbow – or the start.

When Australia legalizes gay marriage, this gap will be painted in.

