



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.

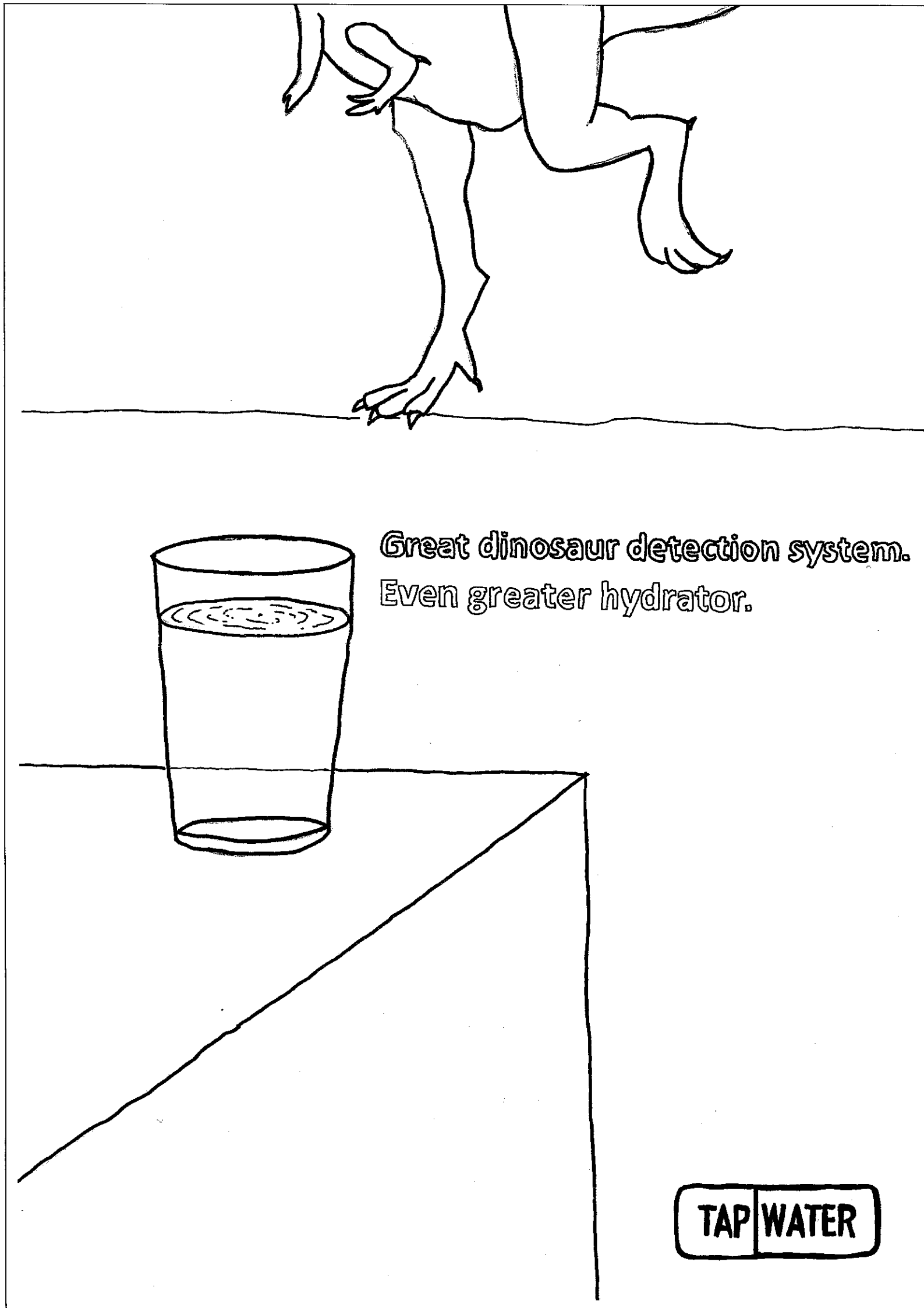
Single-minded proposition: Tap water is the best thing you can drink.

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



Great dinosaur detection system.
Even greater hydrator.

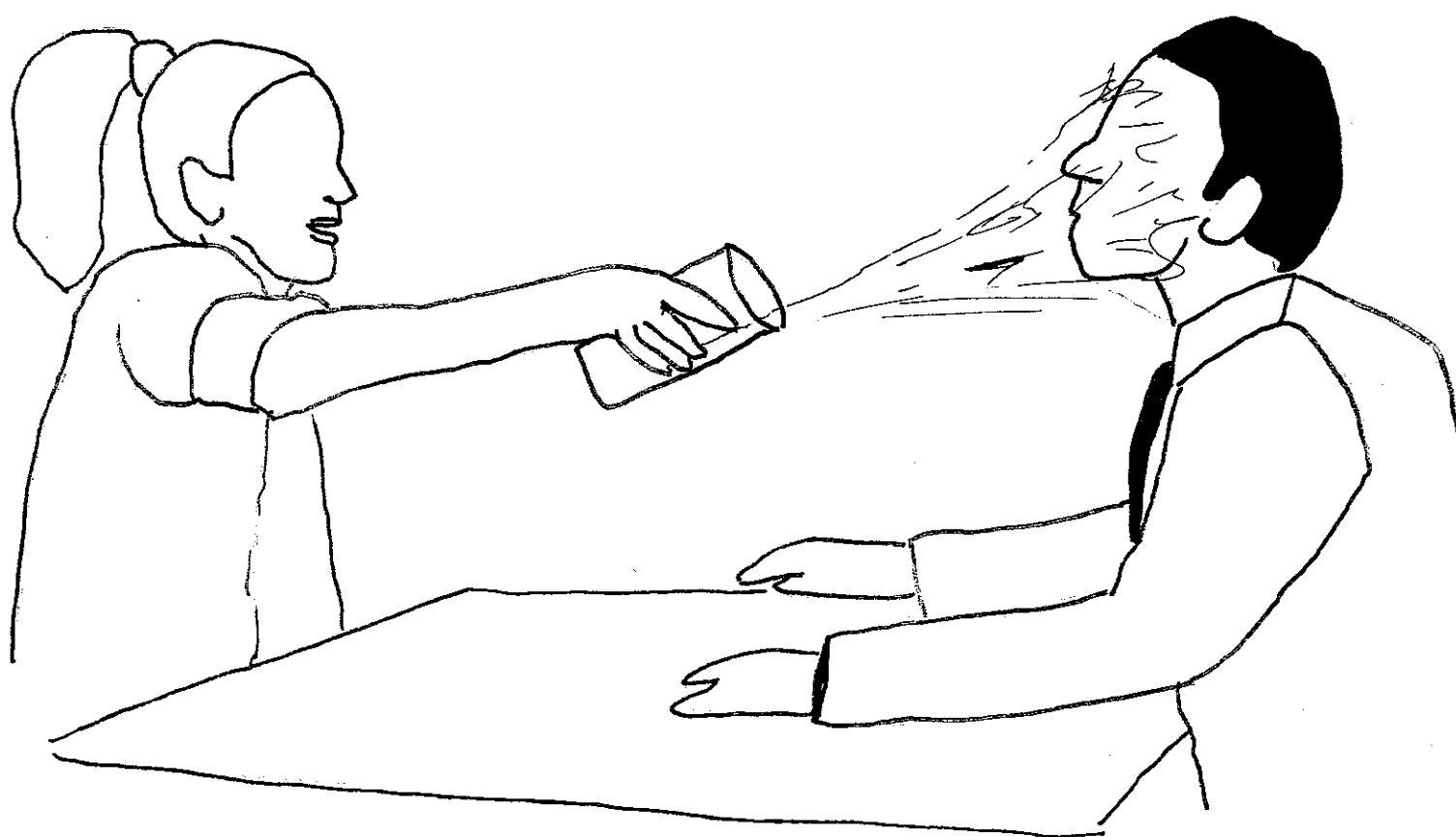
TAP WATER

Great sexy cool down system.
Even greater hydrator.



TAP WATER

Great bad date defence system.
Even greater hydrator.



TAP WATER



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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

TOUGHER THAN HEARING
YOUR MISSUS ORDER HER
STEAK WELL DONE.



Billboard placement: Outside a steak house.

TOUGHER THAN PICKING UP
YOUR MOTHER-IN-LAW FOR A
THREE-WEEK VISIT.



Billboard placement: On the road to the airport.

TOUGHER
THAN
TALKING
ABOUT YOUR
FEELINGS.



Metrolite placement: Outside a therapist's office.

TOUGHER
THAN
SHOPPING
WITH THE
MISSUS.



Metrolite placement: Outside a shopping centre

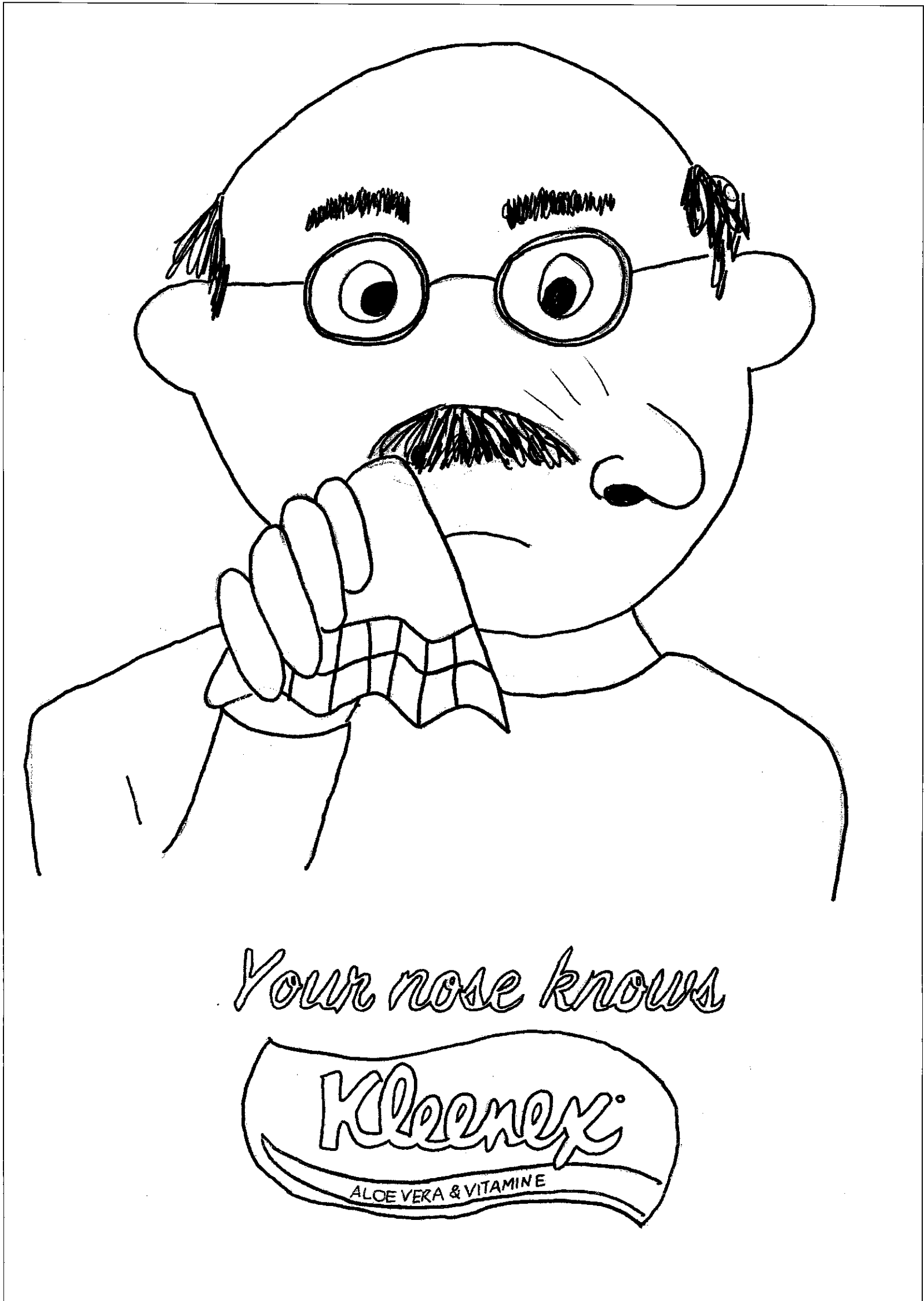


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CREATIVE BRIEF

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.



Man using a hanky. His nose is dashing away to his cheek.



Your nose knows



Man using his sleeve. His nose is dashing up to his forehead.



Your nose knows



Woman using a scrunched-up serviette. Her nose dashes away to her cheek.



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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

Insight: The best thing about doing a chore like vacuuming is the credit and praise you get when people notice you've done it.

Execution 1:

Young man

(exasperated):

Hi, I'd like to return my new vacuum cleaner.

Sales Assistant

(helpful):

Oh really? What's the matter with it?

Young man:

She can't hear me.

Sales Assistant

(Incredulous):

Pardon me?

Young man:

My missus. She can't hear me when I'm vacuuming. It's so quiet she doesn't even notice. I go to all the trouble of trying to clean up so she'll think I'm one of those sensitive, new-age guys, and I don't even get any brownie points!

V/O (Posh):

The Electrolux Ultrasilencer Vacuum.
Arguably *too* quiet.

Insight: The best thing about doing a chore like vacuuming is the credit and praise you get when people notice you've done it.

Execution 2:

Little sister	
(teasing tone):	Sucked in for getting grounded. Just do your chores next time.
Big sister	
(Upset):	I did my chores! I promise! Mum just didn't hear me.
Little sister:	Yeah right. You're such a liar.
Big sister:	I did, I pinky promise!
Little sister	
(Laughing):	Liar, liar, pants on fire!
V/O (Posh):	The Electrolux Ultrasilencer Vacuum. Arguably <i>too</i> quiet.

Insight: The best thing about doing a chore like vacuuming is the credit and praise you get when people notice you've done it.

Execution 3:

Girlfriend 1: What do you mean they fired you? You've been their cleaning lady for 8 years!

Girlfriend 2: I know, that's what I tried to tell them, they just wouldn't listen.

Girlfriend 1: I don't believe it! Well what the hell happened? Did they think you were stealing or something?

Girlfriend 2: Of course not! They said they couldn't hear me cleaning. They said I was getting lazy and they had to let me go. But I swear I was!

V/O (Posh): The Electrolux Ultrasilencer Vacuum.
Arguably *too* quiet.

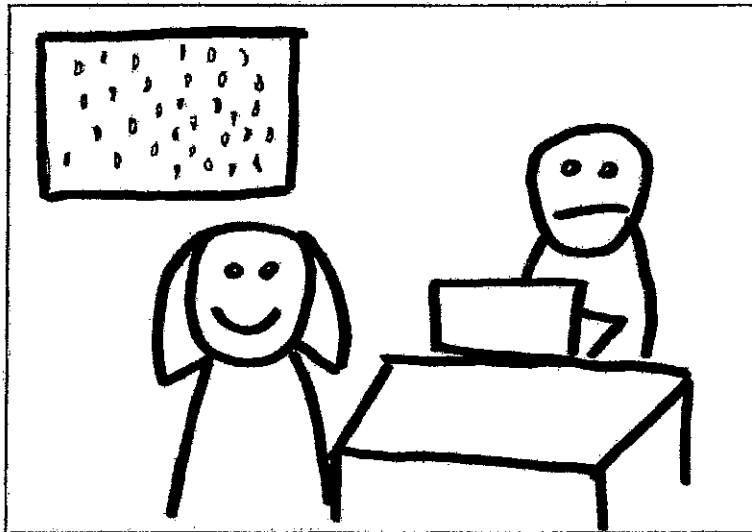


CREATIVE BRIEF

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.

Insight: People use the internet to do things they could easily do without it, because they're lazy and it is faster.

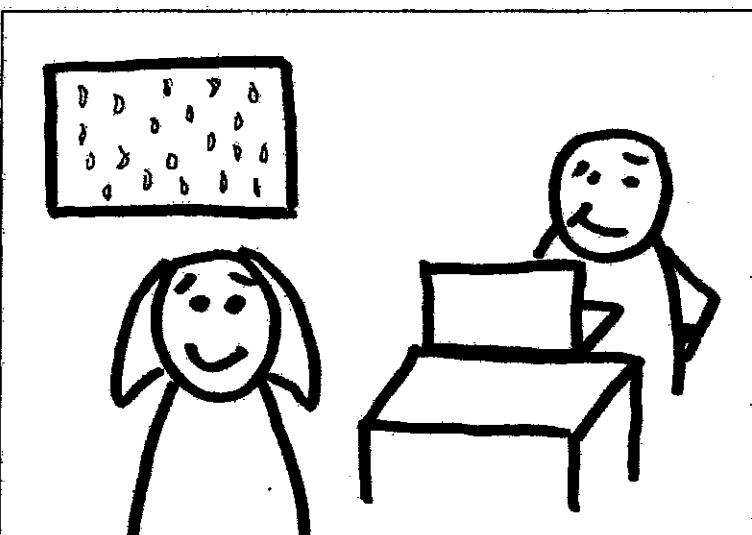


Open on a couple in their living room. We can see it is raining outside.

Woman: Do you wanna head out babe? What's the weather like?



The woman turns her head in slow-motion, 'Matrix style'. The man starts furiously typing on his laptop.



Before she can turn all the way around, the man pipes up, stopping her head mid-turn. She looks back at him.

Man: The BOM says it's raining; cool change coming through in 43 minutes, and a chance of hail at 3:09pm.

The man looks smug. The woman looks amused and impressed.



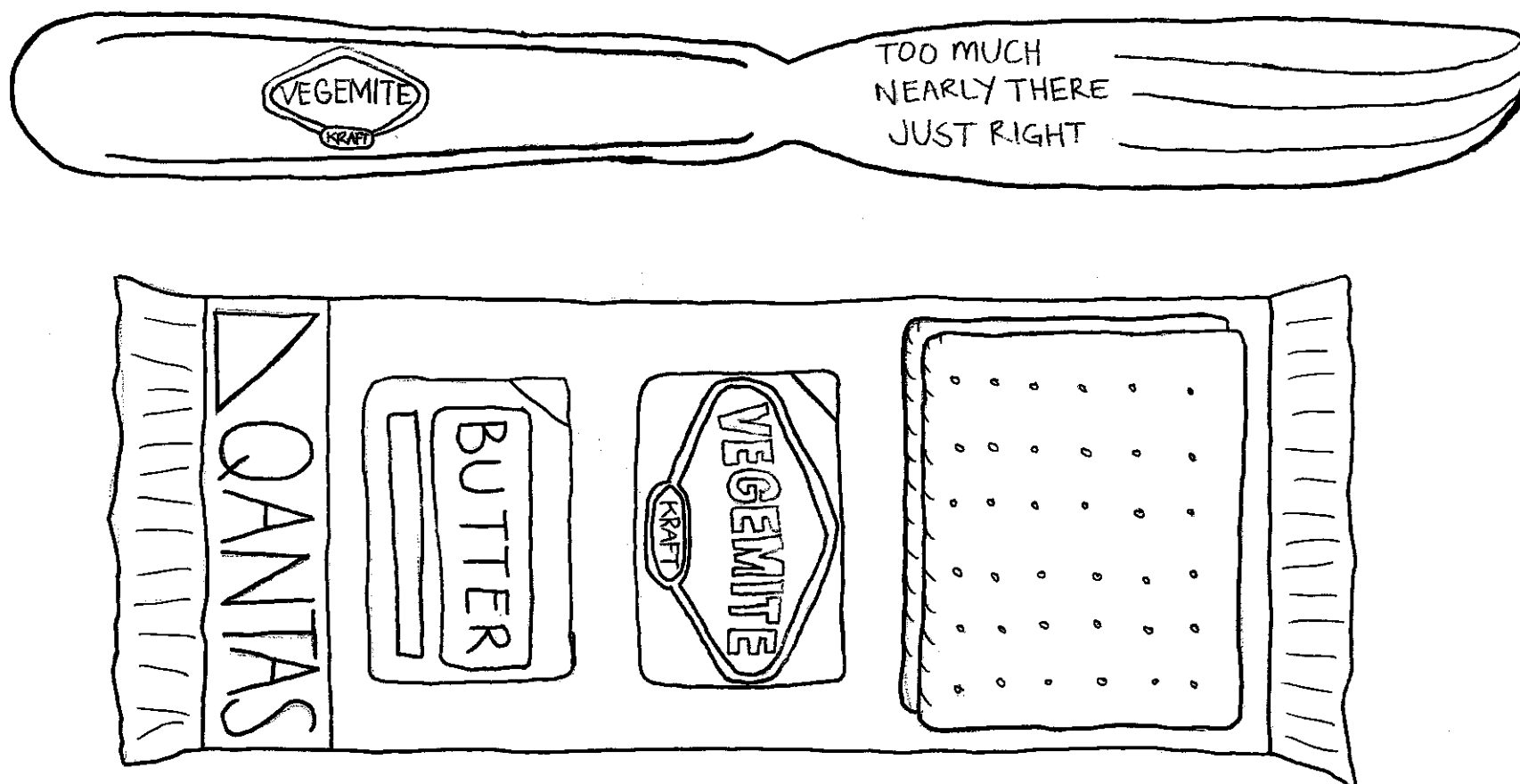


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CREATIVE BRIEF

Brief 6: Strategy – Create your own.

Client:	Kraft
Product:	Vegemite
Target Audience:	People who haven't grown up with vegemite ie: foreigners, immigrants
Key insight:	People always use too much vegemite the first time they try it, and get overwhelmed by the strong flavour.
Single-minded proposition:	All you need is a thin spread of vegemite.
Support:	Vegemite is a delicious, salty, strongly flavoured spread that is great for breakfast or lunch on toast, a sandwich, or crackers. It pairs well with things like cheese, butter, avocado or eggs. Only a small amount of vegemite is required due to its strong flavour. It's strong flavour is divisive, and while it is passionately beloved by most Australians, many foreigners such as Barack Obama, Oprah Winfrey and more have been known to find it repulsive. The only problem is, they've been eating it wrong.
Media:	Innovation
Tone of voice:	Larrikin, confident
Mandatories:	Vegemite logo.



A promotional knife to help guide people on how much Vegemite to use in a snack pack available on inbound QANTAS flights to Australia.

Good afternoon ladies and gentlemen.

Thank you again for choosing Australia's favourite airline- QANTAS. We'll be coming around shortly to hand out a special snack pack as we make our descent into Sydney.

Enjoy this iconic Australian treat of Vegemite and butter on crackers. Vegemite has been keeping Aussies strong for nearly 200 years - and it's pretty strong stuff.

That's why we've included a handy knife so you know just how much Vegemite to use if this is your first taste - start light if you're new to Vegemite!

A little bit of Vegemite goes a long way.

QANTAS Flight attendant announcement script



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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.

Insight: We are more likely to help people we know.

Idea: Help Australian's see how closely connected they are to Australian farmers, manufacturers and producers.

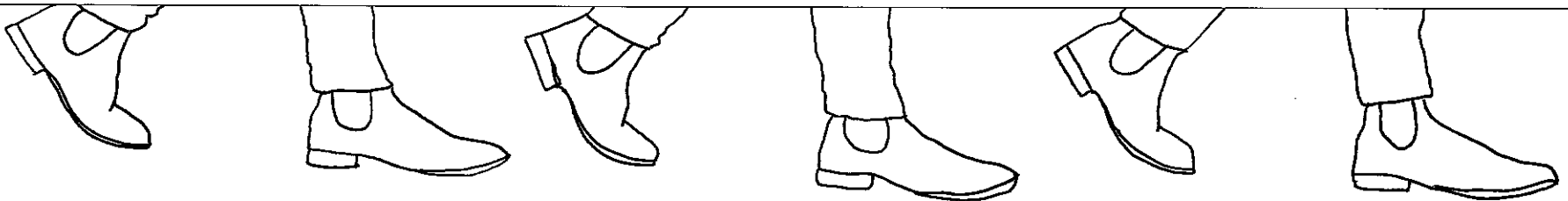
How long is the thread between you and



Australian Made?



Print



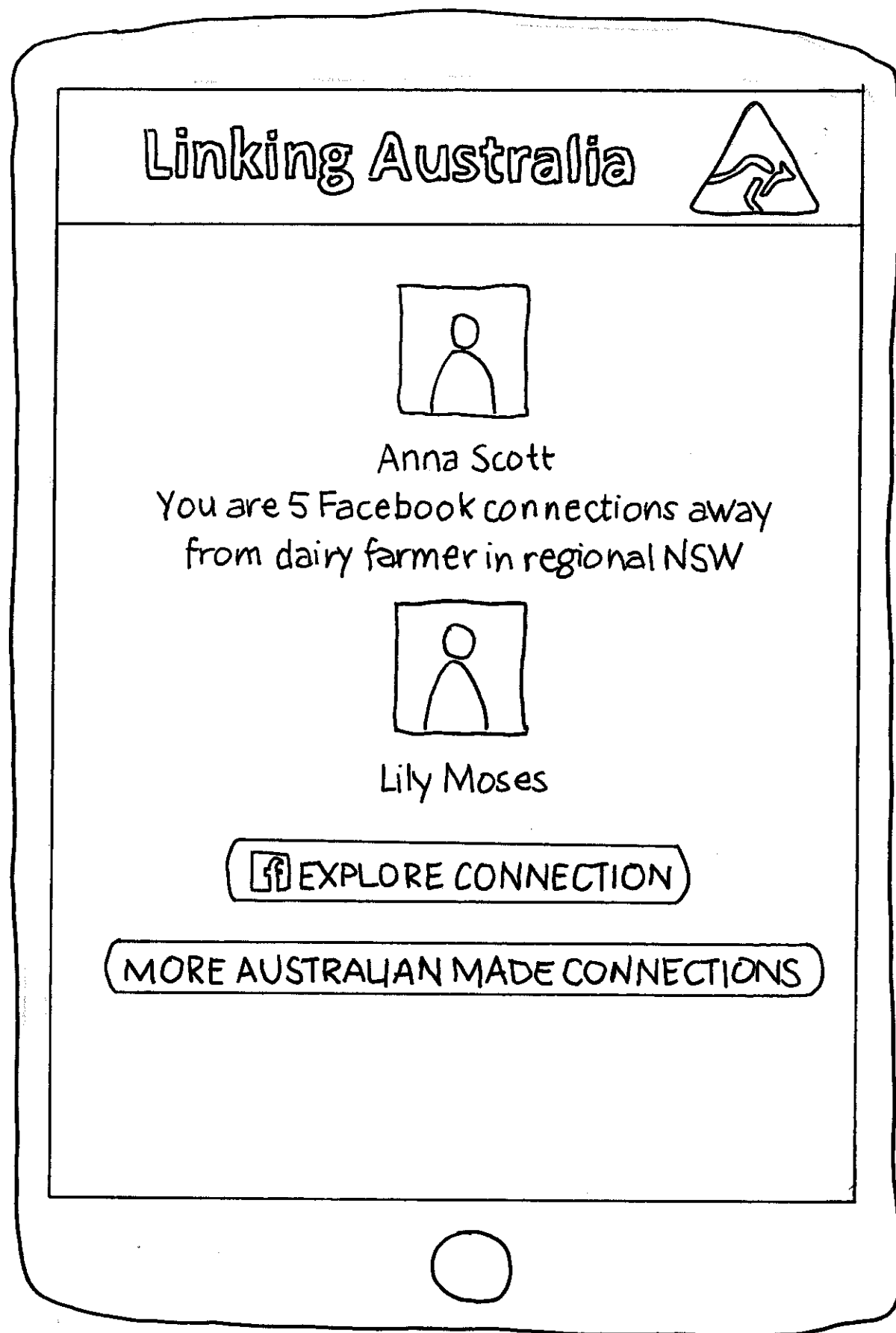
*How many steps away
are you...*

*...From
Australian Made?*

R.M. Williams
THE BUSH OUTFITTER



Billboard



Microsite: Where users can find their social media connections to Made in Australia producers, farmers and manufacturers



CREATIVE BRIEF

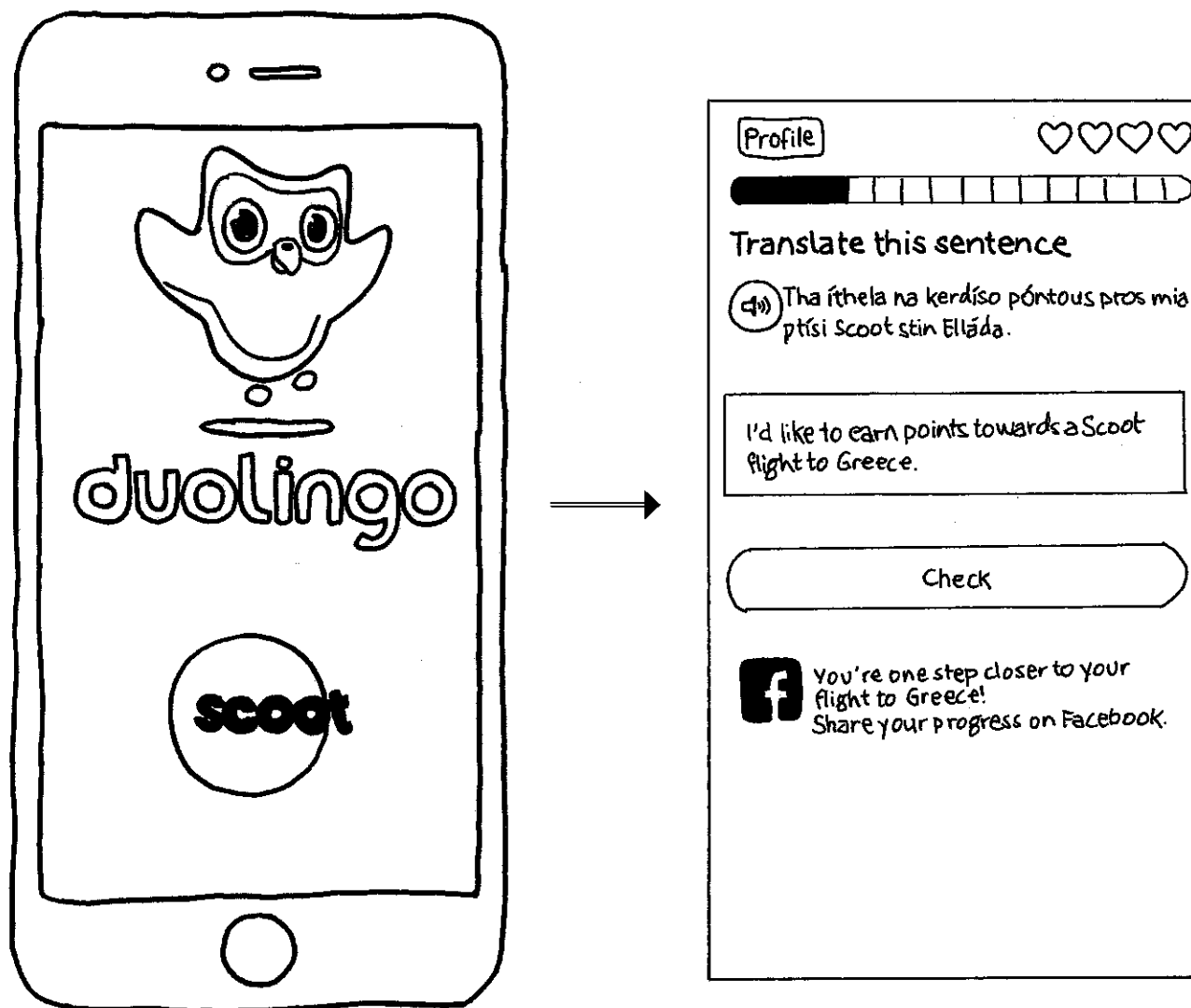
Brief Number: 8

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

Duolingo Scoot Points

Insight: People who aspire to travel learn languages.

Idea: This campaign partners Scoot with Duolingo to offer users the chance to earn Scoot points as they learn, redeemable for a flight to a destination where the language the user is learning is spoken. The more of the language you learn, the closer you are to getting to the destination you aspire to visit.



Congrats! You've earned 38 Scoot points towards a flight to Greece!



You're in first place for your Vietnam challenge. Give your team mates a nudge.



You've earned 300 Scoot points learning Chinese. Are you ready to redeem them?



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.

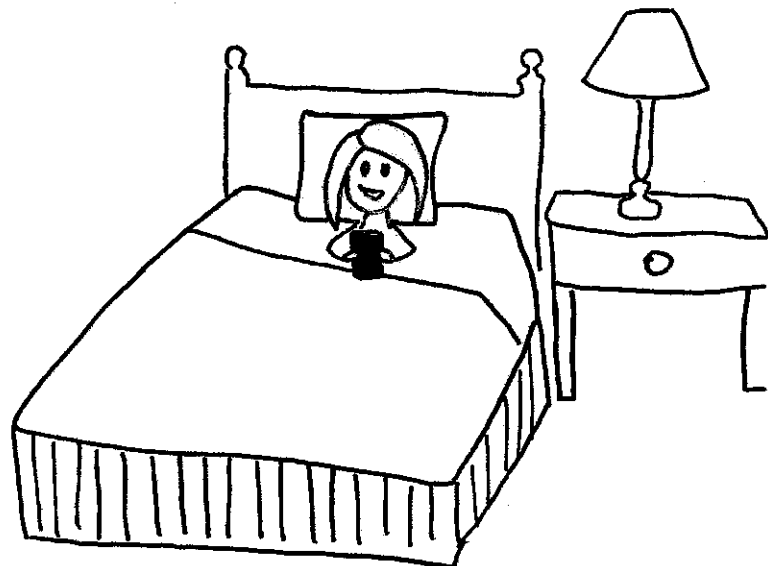
Long-distance Bedtime Story

Insight: Reading stories to your children and switching off their lights at night is an integral part of parenting, but this isn't always possible for those parents who have to be far away from their children.

Idea: Partner with soldiers in active combat who can't be with their children, and help them bring story time to life over video call, using the Hue app.

Execution: During story time, the Hue app is programmed to recognise key words like 'Jungle' (triggers the light to turn green), or 'Ocean', (triggers the light to turn blue) making the story come to life in the child's room. Then using the app, the parent can switch off the light remotely when they've said 'I love you. Good night, don't let the bed bugs bite'.

PR: Phillips would create a film where soldier's read their kids a story over video call to help promote the heart warming story.



A little girl at home in bed, on a video call with her dad in active combat. The lights in her room change with the story.



A dad in active combat can video call their child at home, and read a bed-time story. The words used in the story trigger light colour changes through the Hue app.



Phillips post a heart-warming film on YouTube showing parents in active combat reading their kids bed time stories and switching out their lights remotely, bringing their imaginations to life as the colours change to match the story.



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:	<i>Marriage equality is good for Australia</i>
Support:	<ul style="list-style-type: none">- 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.

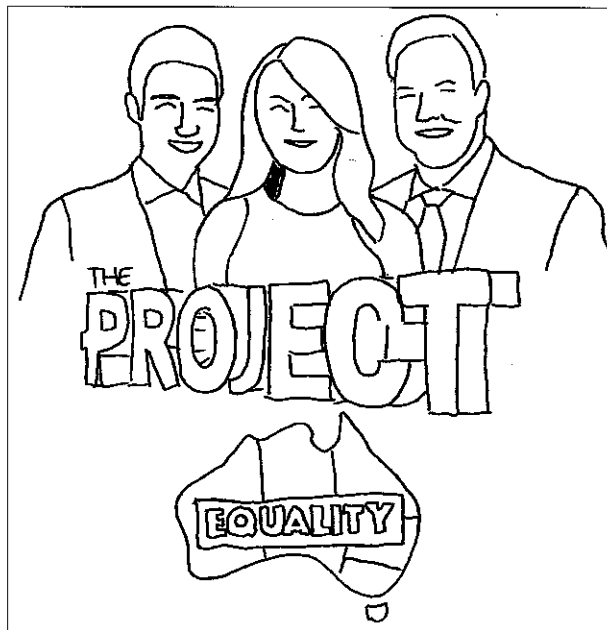
Gaylight Savings

Insight: People in this demographic think that when marriage equality passes, it will make a big difference to their lives. But in reality, it will make almost no difference at all.

Idea: Hijack Daylight Savings to let people know that something that feels like a big change, won't actually make a big difference to their day. Using social campaigns, mass media outlets and native digital notifications, help people who think marriage equality is too much of a big change, that they'll get used to it as quickly as they get used to Daylight Savings every year.



Native iOS notification: Swiping right takes the user to www.marriageequality.org to sign a petition to pass marriage equality



Announcement on The Project:

Carrie Bickmore:

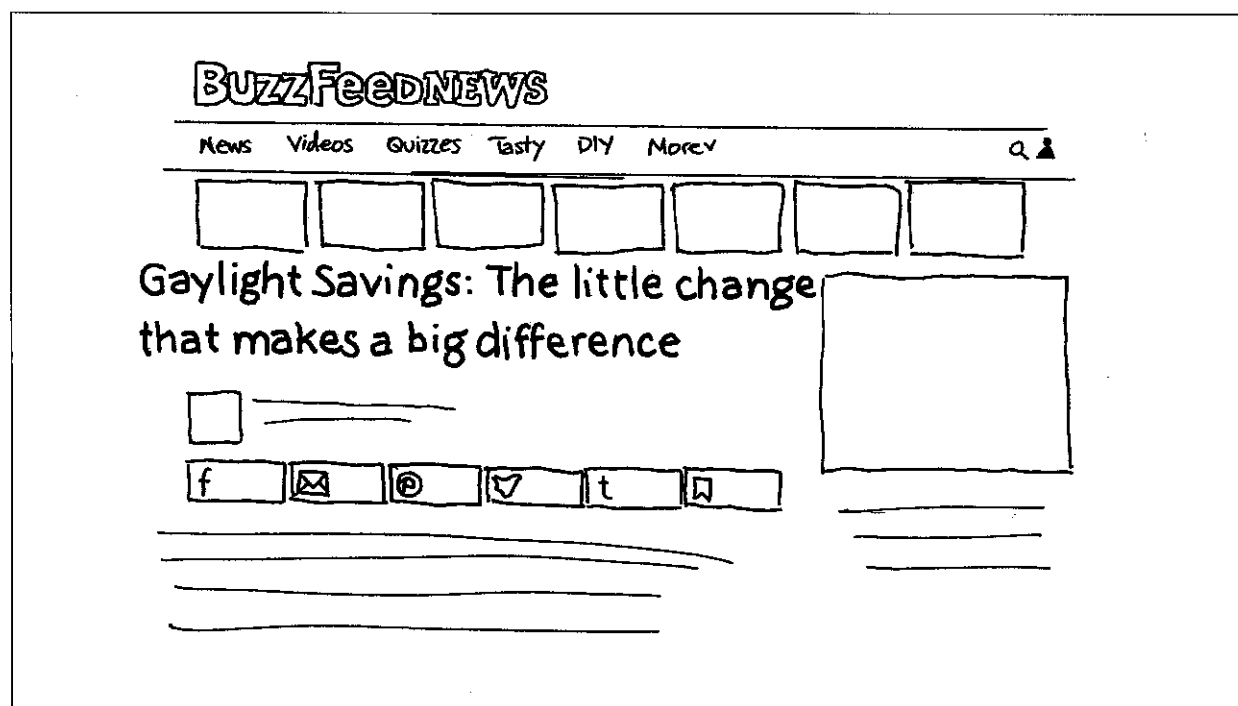
This Sunday, don't forget to turn your clock forward 1 hour for Gaylight Savings.

It's the little shift that everyone needs to make together, with our clocks, as well as our mind set.

At first it feels like a big change, but in all likelihood, it won't affect you very much at all once you get used to the idea.

A lot like marriage equality.

And you get an extra hour of sunlight! So help bring some sunlight to more people's lives by showing your support for marriage equality at australianmarriageequality.org



PR coverage