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## CREATIVE BRIEF

**Brief Number: 1**

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**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.

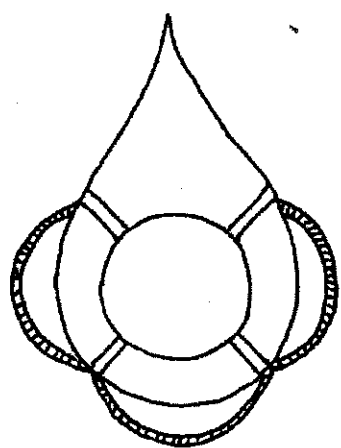
**Single-minded proposition:** Tap water is the best thing you can drink.

**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.

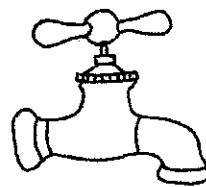
**Media:** Poster

**Tone of voice:** Helpful

**Mandatories:** None



Drink tap.





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## CREATIVE BRIEF

**Brief Number: 2**

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**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.

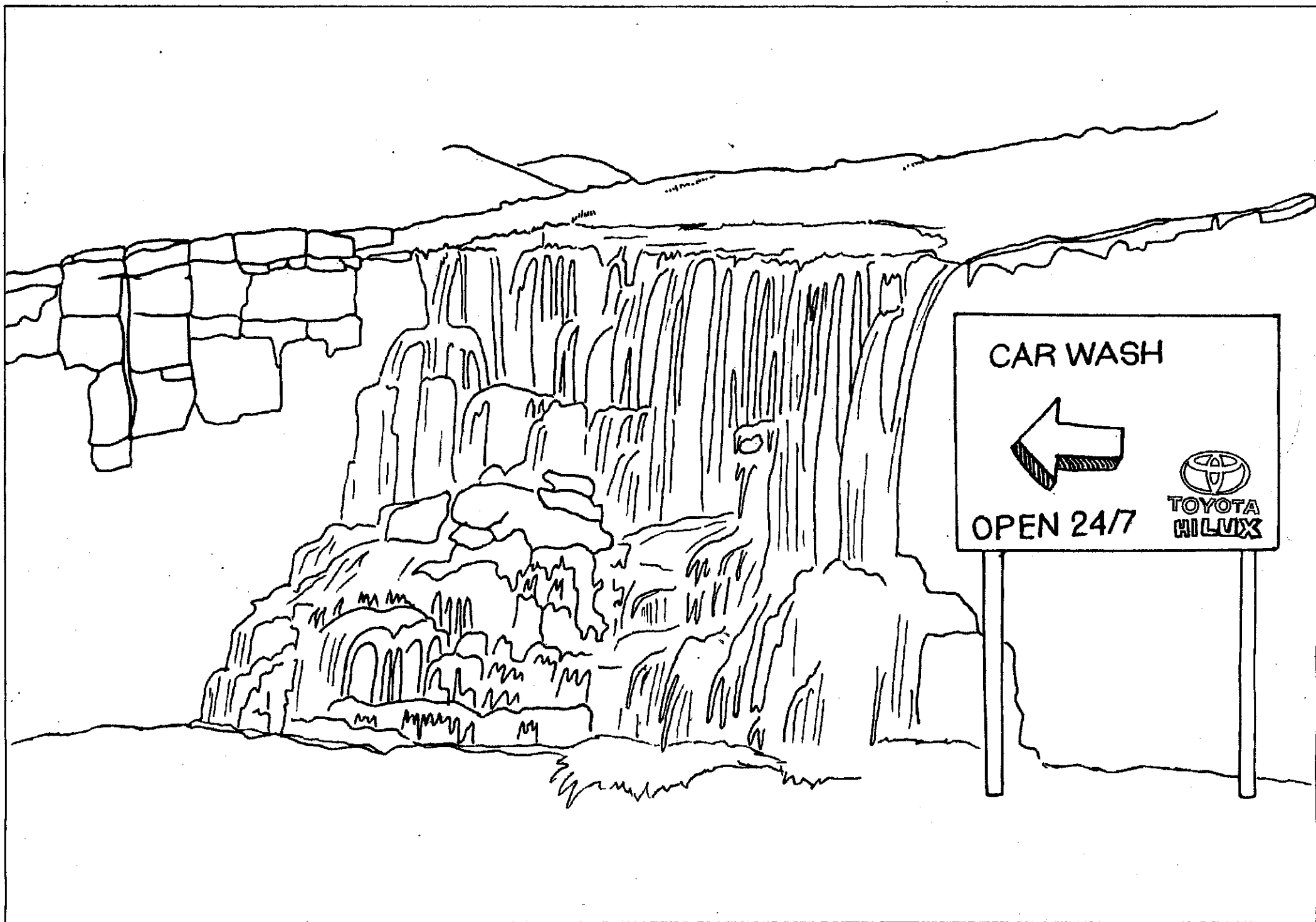
**Single-minded proposition:** The toughest ute out there.

**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





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## CREATIVE BRIEF

**Brief Number: 3**

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<b>Topic</b>	<b>Print Campaign</b>
<b>Client:</b>	Kleenex
<b>Product:</b>	Kleenex Aloe Vera tissues
<b>Target Audience:</b>	People of all ages with runny noses, colds and flu.
<b>Key insight:</b>	Kleenex Aloe Vera tissues are the best for sensitive noses.
<b>Single-minded proposition:</b>	The most soothing tissue.
<b>Support:</b>	<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>
<b>Media:</b>	Print campaign. Three press ads of any size.
<b>Tone of voice:</b>	Soothing and trustworthy
<b>Mandatories:</b>	Kleenex logo.

You've met the love  
of your life,  
but you're allergic  
to his cat.

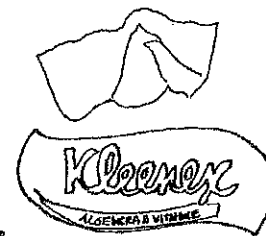
Soften the blow.



You went from strangers  
to friends to lovers  
to partners to parents  
to strangers.



Soften the blow.



You feel like  
death warmed up,  
but you're working  
the Christmas shift.

Soften the blow.







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## CREATIVE BRIEF

**Brief Number: 4**

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- 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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## **Cat**

*'Vacuum' lists the various items the vacuum cleaner is picking up. The vocal is read grouchy and exasperatedly.*

### **VACUUM**

Cat fur! More cat fur. That's... Grass... More cat fur. Hairball? And another hairball. What has the cat been... Grass, again. Tail feather? And a... *Wing!*

### **VO**

For the stories you don't need to hear, the Electrolux UltraSilencer Vacuum.

**Date**

*'Vacuum' lists the various items the vacuum cleaner is picking up. The vocal is read with disgust and disdain.*

**VACUUM**

Hair? Wait, that's hair. And... Hair. Even more hair.  
Bobby pin. Lipstick cap... That's a... bottle top? And a  
second bottle top. Right. And that's a... *Condom!*

**VO**

For the stories you don't need to hear, the Electrolux  
UltraSilencer Vacuum.

**Glass**

*'Vacuum' lists the various items the vacuum cleaner is picking up. The vocal is read anxiously and frenziedly.*

**VACUUM**      Peanut! That's a... Chip? And another chip. Ash.  
Ash... More ash? And... Glass? It is glass! Glass!  
Everywhere! Hope that's not... *Band-Aid wrapper!*

**VO**              For the stories you don't need to hear, the Electrolux  
UltraSilencer Vacuum.



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## CREATIVE BRIEF

Brief Number: 5

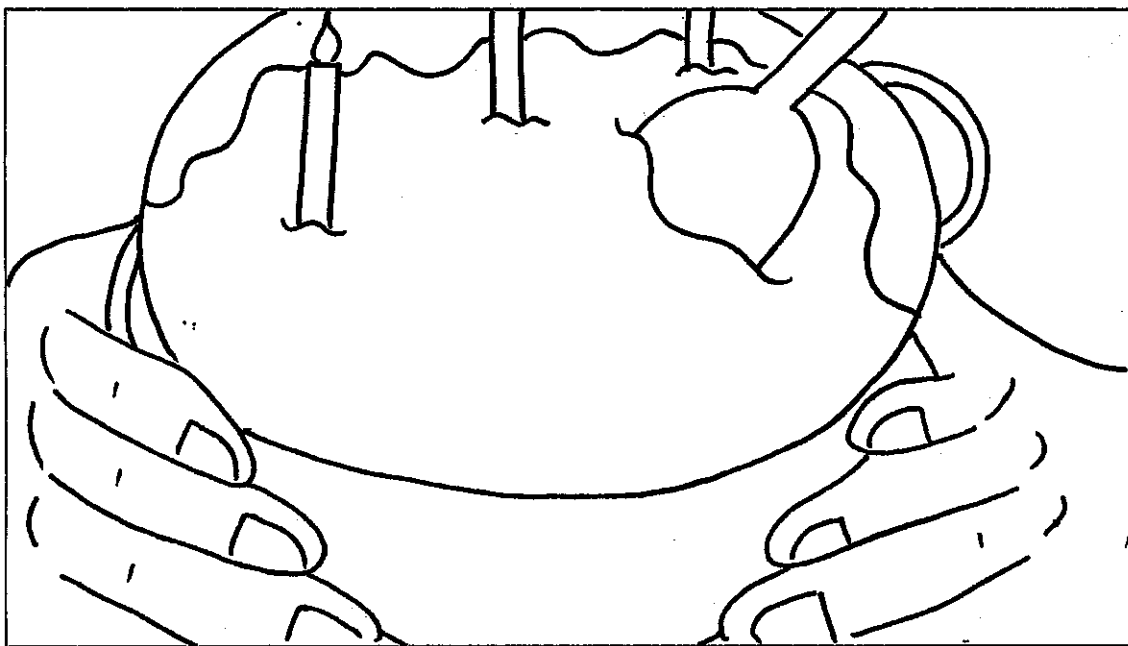
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<b>Topic:</b>	TV
<b>Client:</b>	iinet
<b>Product:</b>	Unlimited high speed internet
<b>Target Audience:</b>	Heavy internet users i.e: households with multiple devices or dependent on data hungry video streaming, online gaming etc.
<b>Key insight:</b>	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.
<b>Single-minded proposition:</b>	With unlimited high speed data, there's no limit to what you can do.
<b>Support:</b>	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.
<b>Media:</b>	30 second television commercial. Ensure that your message, story or voiceover (if required) fits comfortably within this timeframe.
<b>Tone of voice:</b>	Focused on the general consumer so therefore not too technical.
<b>Mandatories:</b>	iinet branding.

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## Unfinished YouTube tutorials

### Cooking tutorial

*We open to a mixing bowl of raw cake batter. There are birthday candles stuck in it.*



*Zooming out, we see the bowl is being held by an unimpressed-looking teenager. It's a birthday party.*

**FAMILY:** (singing) Happy birthday to you...

Leave no tutorial unfinished.

# iinet

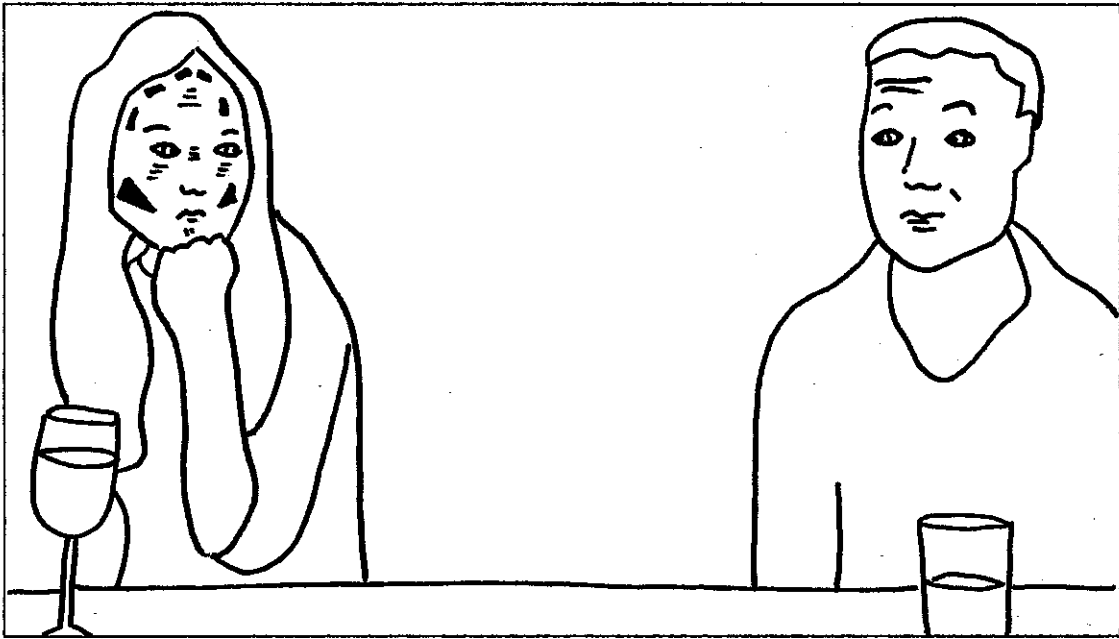
Unlimited data, high-speed internet.



**Unfinished YouTube tutorials**

**Makeup tutorial**

*We open to a woman. Her face is contoured, but not blended.*

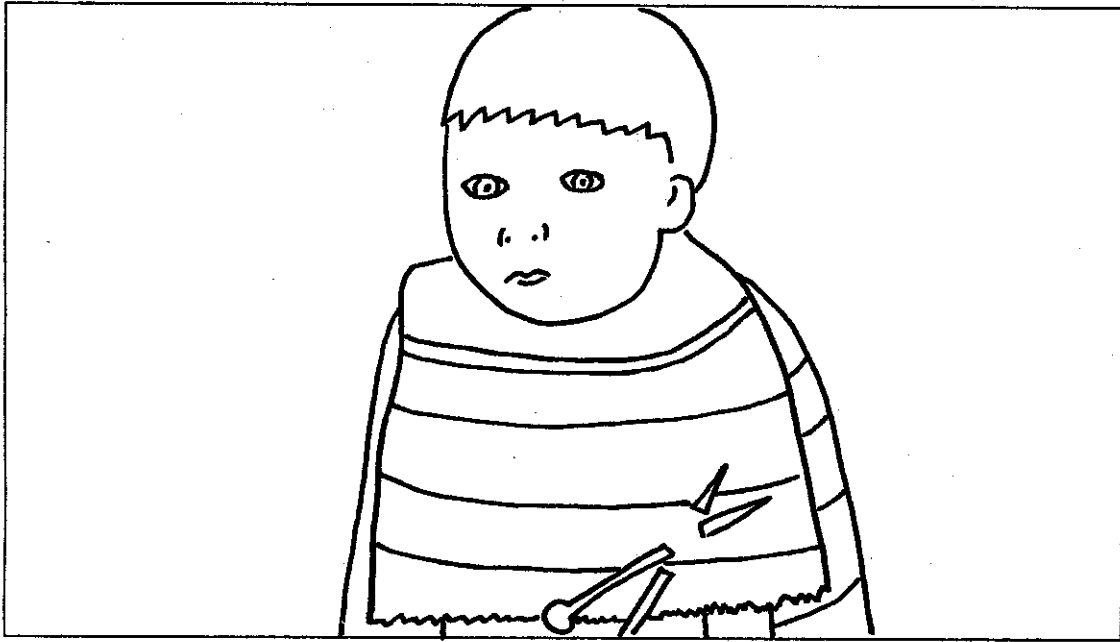


*Zooming out, we see the woman is in a busy bar. A man is looking at her perplexedly.*

**Leave no tutorial unfinished.**

**iinet**

**Unlimited data, high-speed internet.**



## Unfinished YouTube tutorials

### Knitting tutorial

*We open to an unhappy child wearing a half-finished sweater with the knitting needles still stuck in it.*



*Zooming out, we see he's in a playground.*

*A football bounces off his head.*

Leave no tutorial unfinished.

# iinet

Unlimited data, high-speed internet.



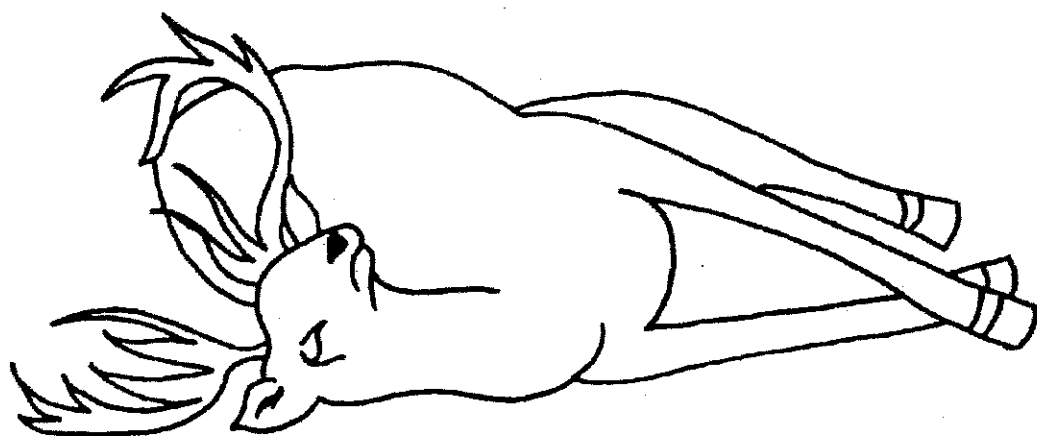


## CREATIVE BRIEF

**Brief number: 6**

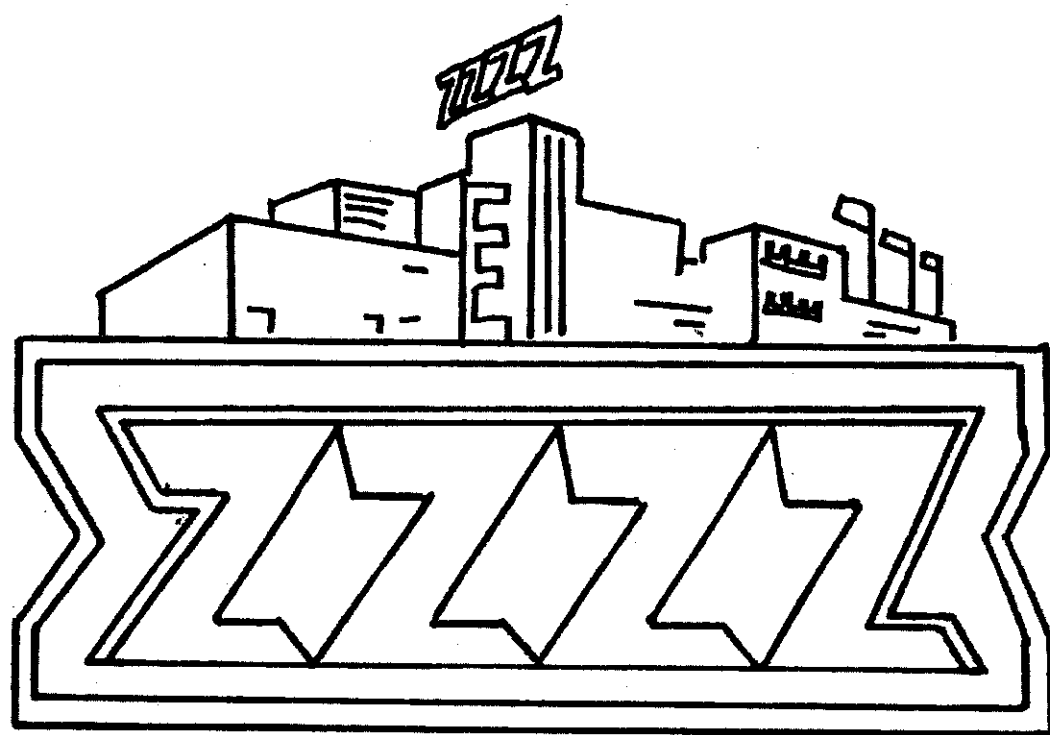
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Topic:	Strategy.
Client:	Berocca.
Product:	Berocca Performance.
Target audience:	Males aged 18-35.
Key insight:	Rehydration and electrolyte supplements such as Berocca are a great way to get through a hangover, but are never publically advertised as one.
Single-minded proposition:	Berocca helps you overcome your hangover.
Support:	People try many different cures when they are hungover, such as greasy food or hair of the dog. But Berocca Performance offers a unique combination of B vitamins, vitamin C and essential minerals, like calcium, magnesium and zinc. It provides mental sharpness and physical energy. Plus, it tastes great and contains no artificial stimulants.
Media:	Outdoor metrolights in areas with heavy nightlife around bars and pubs, as well as convenience stores and fast-food restaurants, such as 7/11 stores, MacDonald's and Hungry Jacks.
Tone of voice:	Cheeky, playful, non-judgemental.
Mandatories:	Logo.



BOUNCE  
BACK





**BOUNCE**  
**BACK**





# Bounce

Back





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## CREATIVE BRIEF

**Brief Number: 7**

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**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: Buy Australian Made or these products could disappear.

Idea: Let's withdraw Cheezels from Australia's shelves.

1. Press release: Informs customers Cheezels have been discontinued.

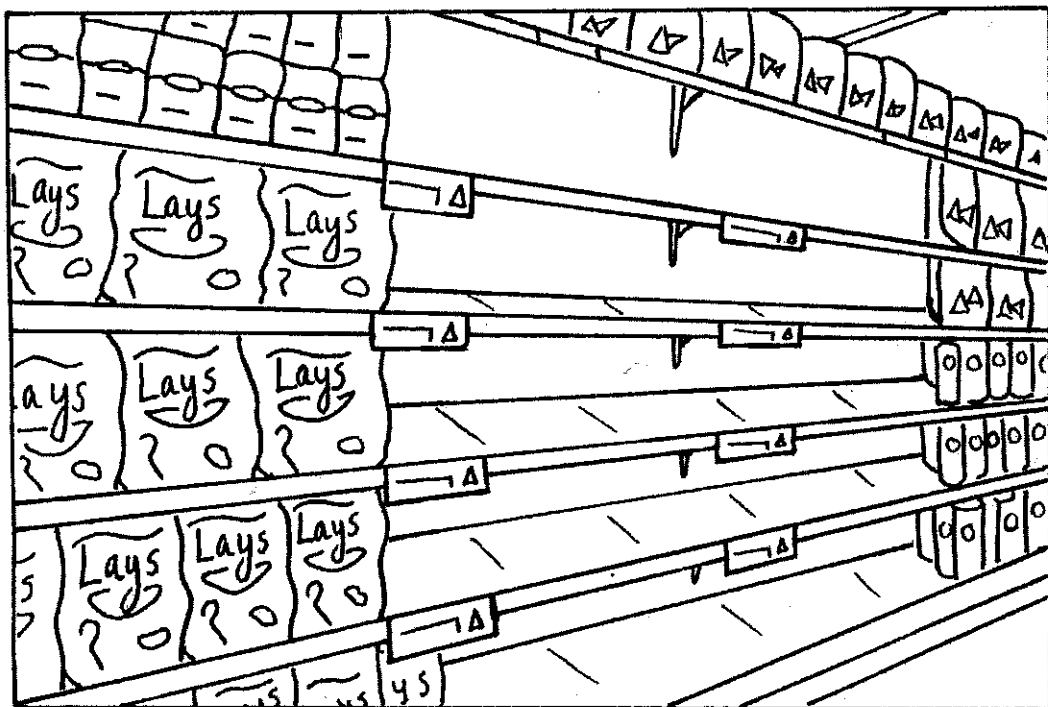


#### COMPANY STATEMENT CHEEZELS TO BE DISCONTINUED

Due to a continuing decline in sales, Snack Brand Australia manufacturing facilities will no longer be producing Cheezels. While they'll continue to be sold by the supplier's affiliated retailers for as long as stocks last, it's estimated that by the end of 2018, the snack will have disappeared completely.

For any complaints, please visit [australianmade.com.au/cheezels](http://australianmade.com.au/cheezels)

2. Ambient: Placed on empty shelves in supermarkets.



This product is out of stock. We apologise for any inconvenience.  
For complaints, please visit [australianmade.com.au/cheezels](http://australianmade.com.au/cheezels)

BIG BAG CHEEZELS



\$ 5.69  
\$1.71/100G



3. SEO: Landing page is the first result when customers google the shortage.

← C B www.australianmade.com.au/cheezels



The Aussie Made Club

✓ Become a licensor Applicant

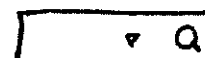
Licence Login



The official site of Australian Made

I want to buy Australian. I'm looking for...

Search...



Outraged there's no Cheezels?

You'd be even more outraged if there was no Vegemite, Liquorice Bullets or UGG Boots either.  
Because if you don't support Australians by buying Australian Made products, they really could all disappear... for good.



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## CREATIVE BRIEF

**Brief Number: 8**

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- 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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Targeted pre-roll appears on YouTube when viewers search for extreme sport, food and travel.

My skydiving adventure in Thailand!











This video is not available in your country.  
Sorry about that.



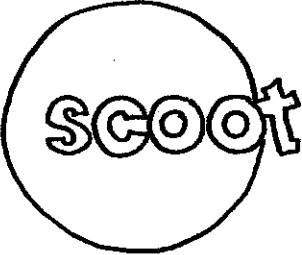





Lucky there's a cheap fix.










Flights to Bangkok from \$19.











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## CREATIVE BRIEF

Brief Number: 9

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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 <a href="http://meethue.com">meethue.com</a> 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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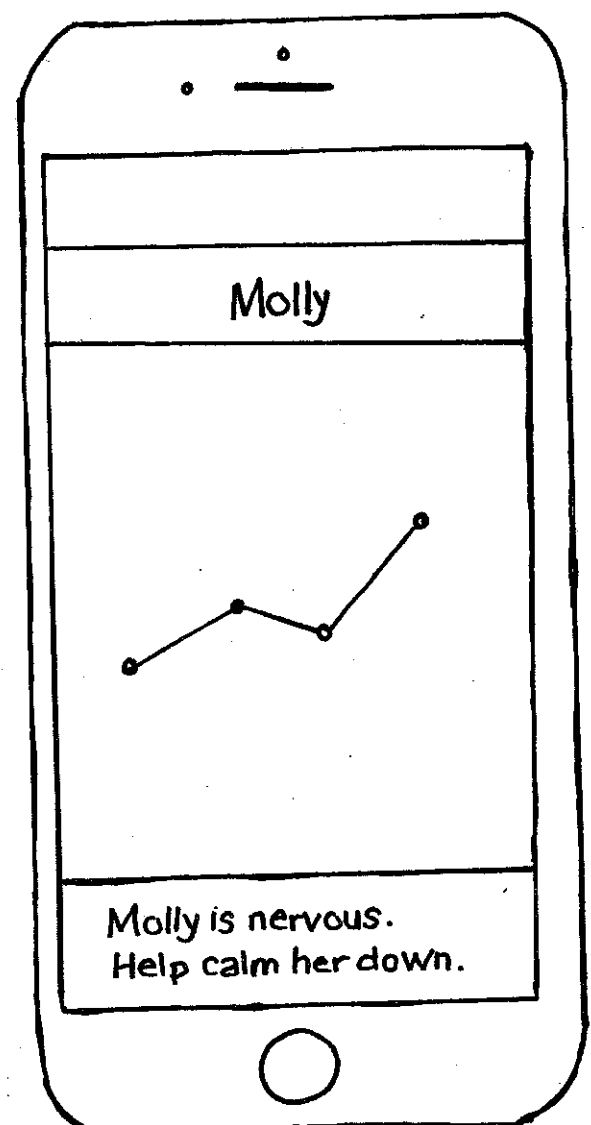
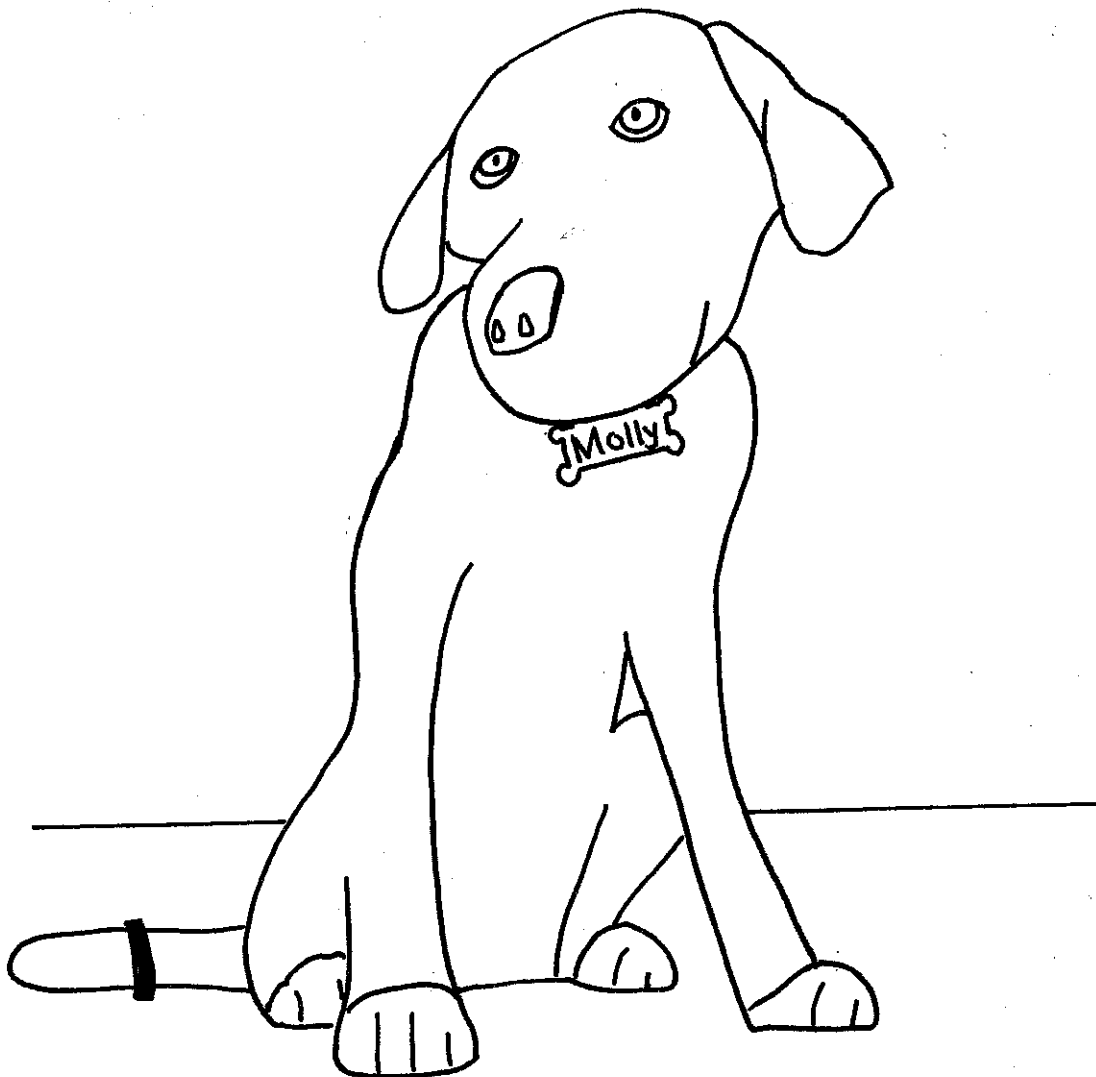
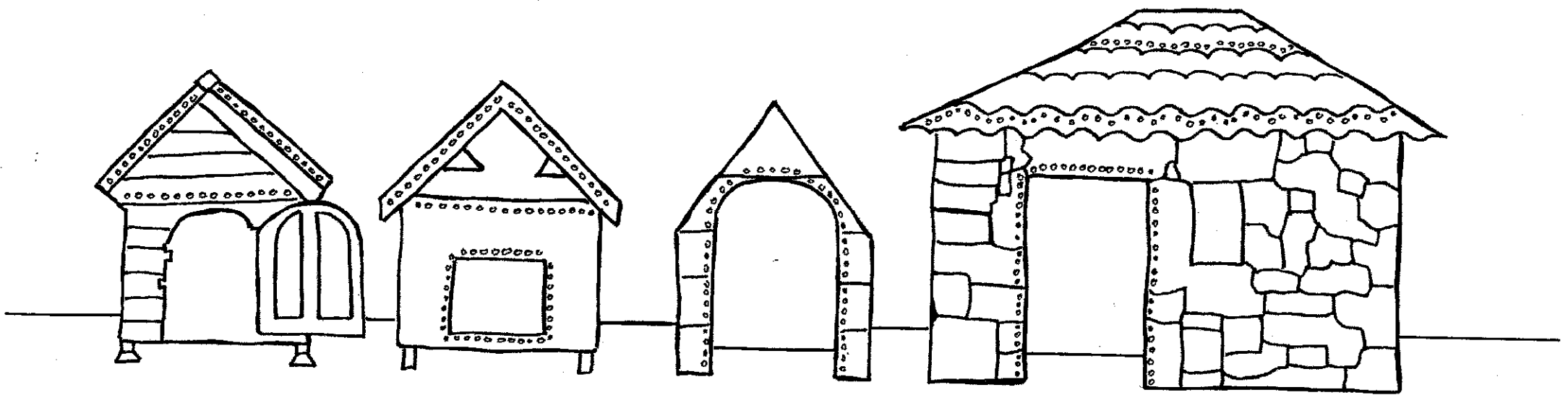
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## Happy Tails

Let's hold a dog adoption event and set up luxurious dog kennels decorated with Hue lighting. We'll put sensors on the dogs' tails to track their emotions, and adjust the lighting accordingly to help support their moods. If a dog is nervous, it'll be given white ambient light; if it's energetic, it'll get blue light, and so on.

When new fur-parents adopt a dog, they'll also receive the tail sensor, kennel and Hue lighting. This will give them a means of helping their new dog feel more comfortable as it adjusts to its new home.





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## CREATIVE BRIEF

Brief Number: 10

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**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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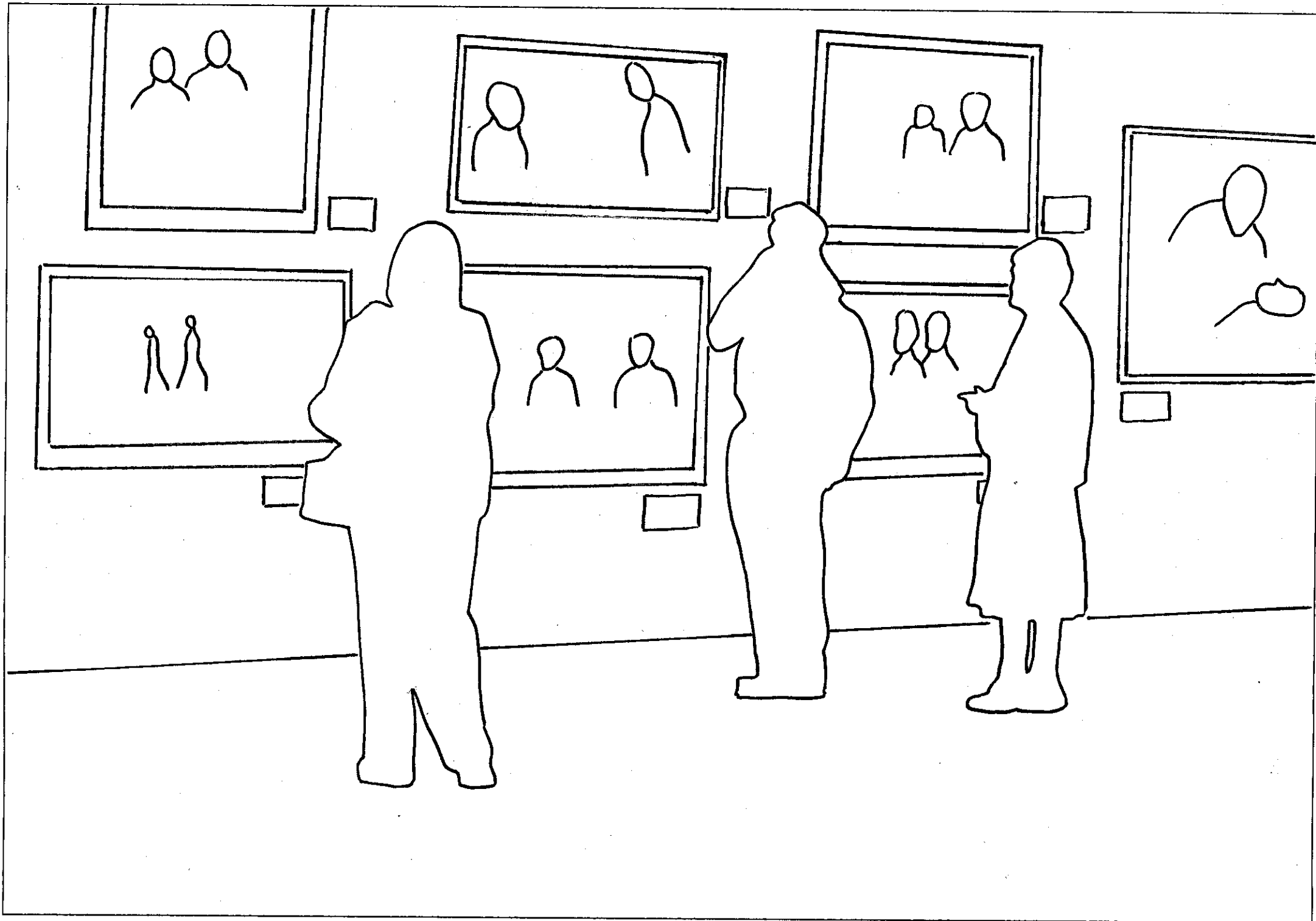
## The \$1.7 billion art exhibition

**Insight:** If Australia's 47,000 same-sex couples got married at an average cost of \$36,200 per wedding, it would inject \$1.7 billion into the economy.

**Idea:** We'll organise an art exhibition at the Art Gallery of New South Wales, and get Australian artists and photographers such as Bill Henson, Tracey Moffatt and Mike Parr to contribute pieces, all around the theme of same-sex weddings. Collectively, the value of the pieces will total \$1.7 billion.

Displayed with each painting will be the value – the cost of the couples' wedding.

Money made from selling the artwork will be donated to same-sex couples to travel overseas to get married, highlighting the loss of money to the Australian economy.



Oliver and Martin  
Sydney c. 2017  
Tracey Moffatt  
\$113,000

