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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.

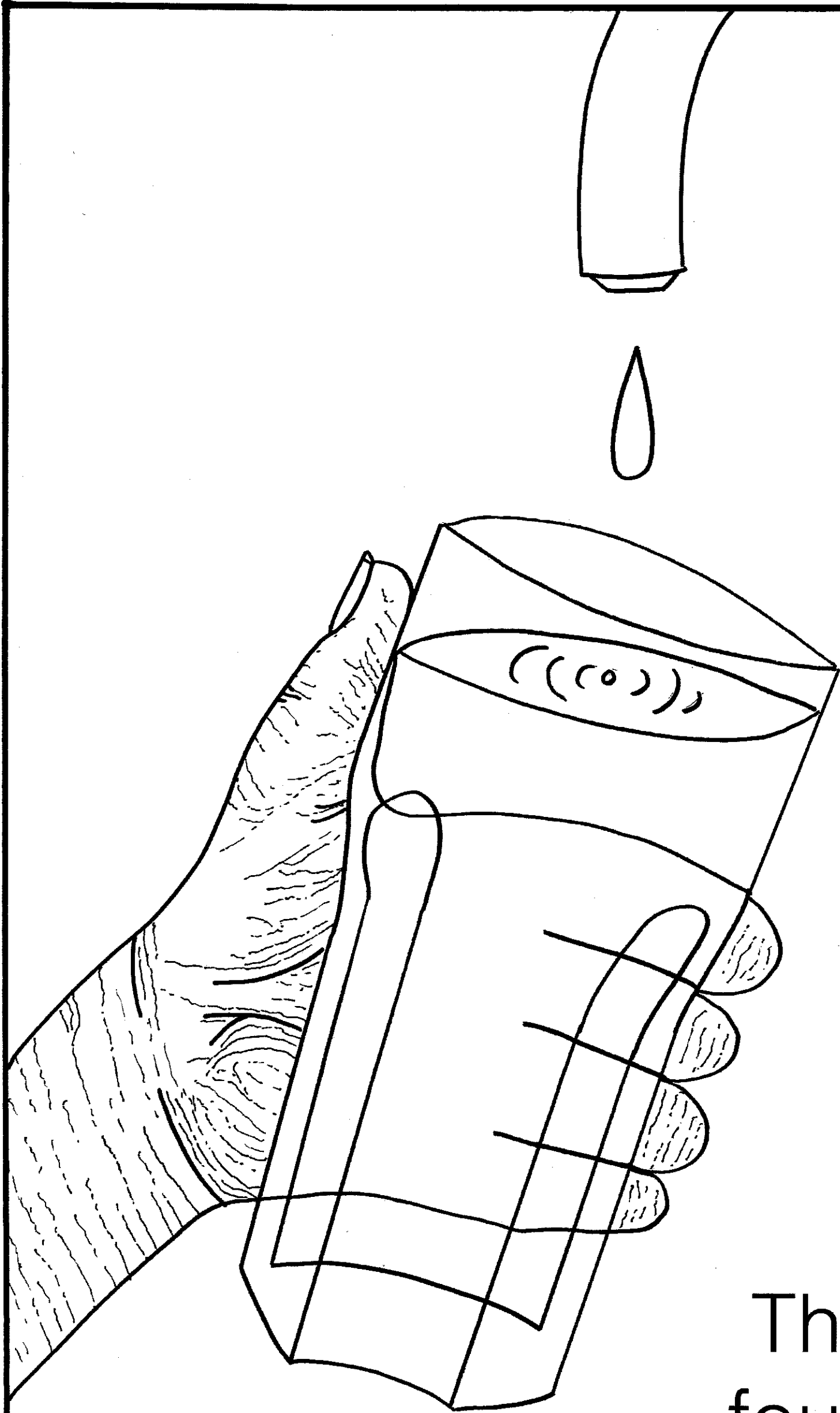
Media: Poster

Tone of voice: Helpful

Mandatories: None

An old, wrinkly
hand with no
wrinkles behind
the water.





There's a
fountain of
youth in your
kitchen



AWARD



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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.

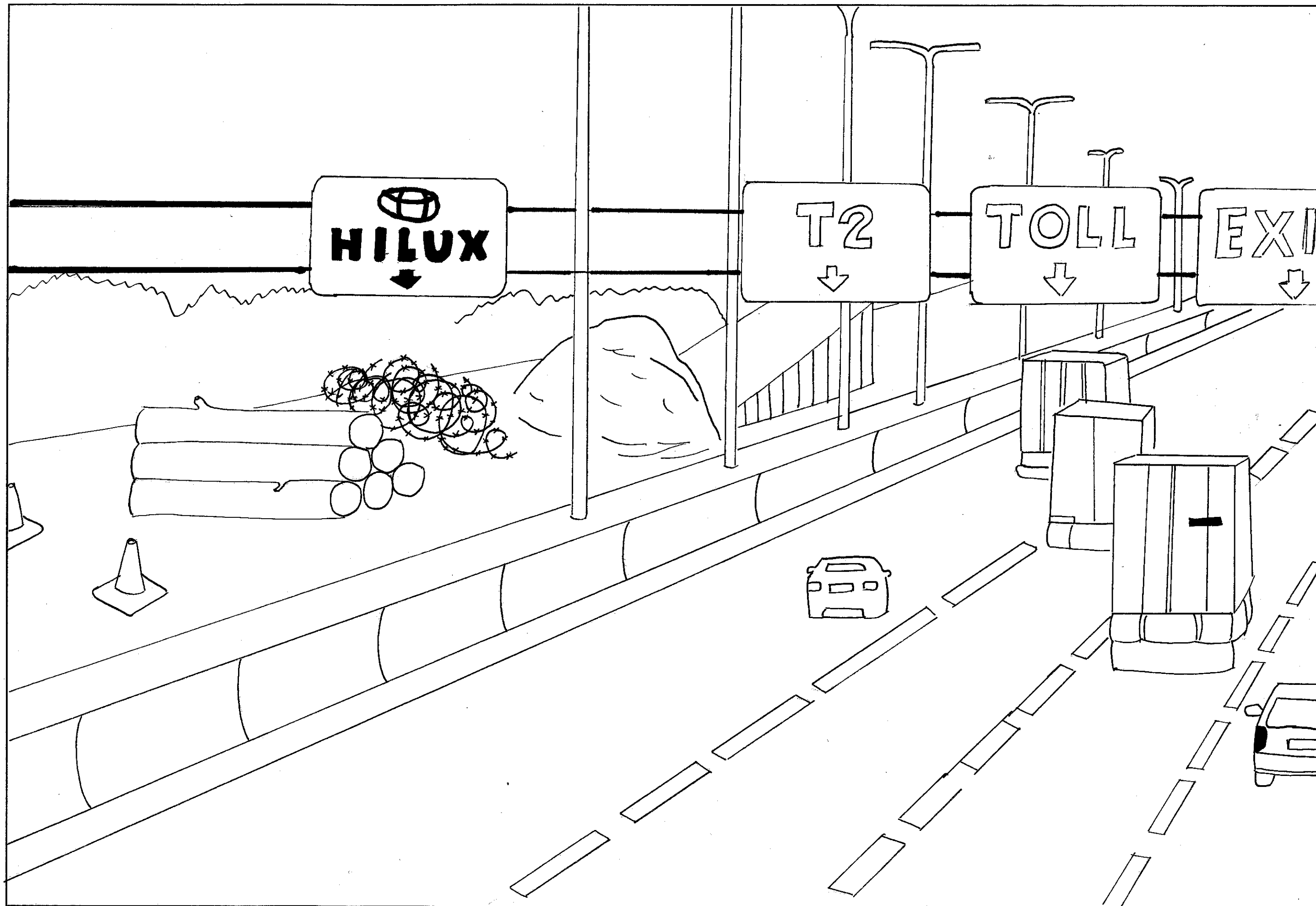
Single-minded proposition: The toughest ute out there.

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



ACTUAL AMBIENT



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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: 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.

She said it's over.
She said it's someone else.
She said it's your brother.

Three soothing layers.



Late for the train.
Late for my first day.
Late for my period.

Three soothing layers.



I missed the reminder.
I missed her birthday.
I miss her.

Three soothing layers.





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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

Loud Noises Suck

SFX

Piping hot noodles being slurped.

Gum being chewed in a wide-open mouth.

A sniffing, snotty nose.

Fingers being amorously sucked post-meal.

Knuckles being cracked like gunshots.

Milkshake dregs roaring up a straw.

VO

Loud noises suck.

That's why we've made the Electrolux Vacuum Cleaner *ultra* quiet.



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CREATIVE BRIEF

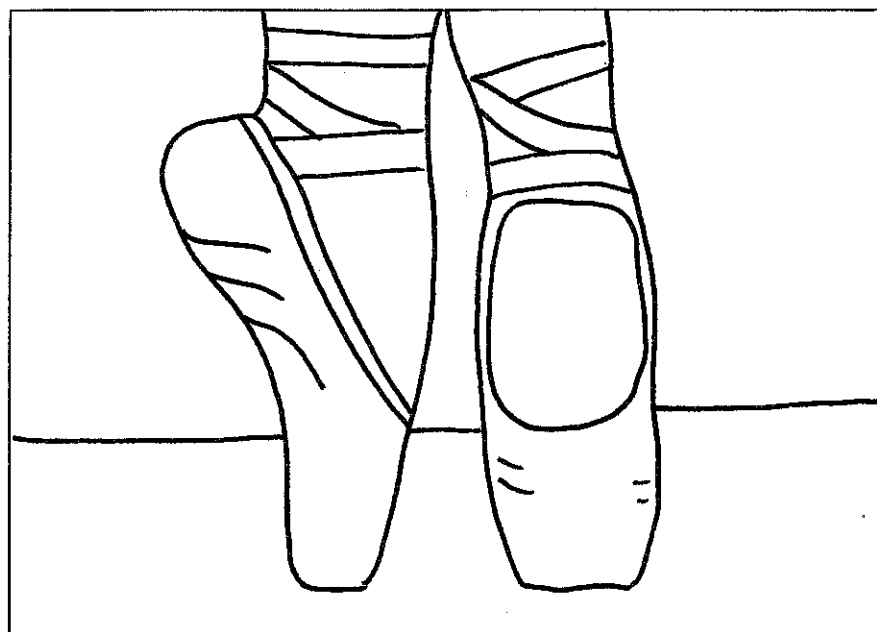
Brief Number: 5

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.

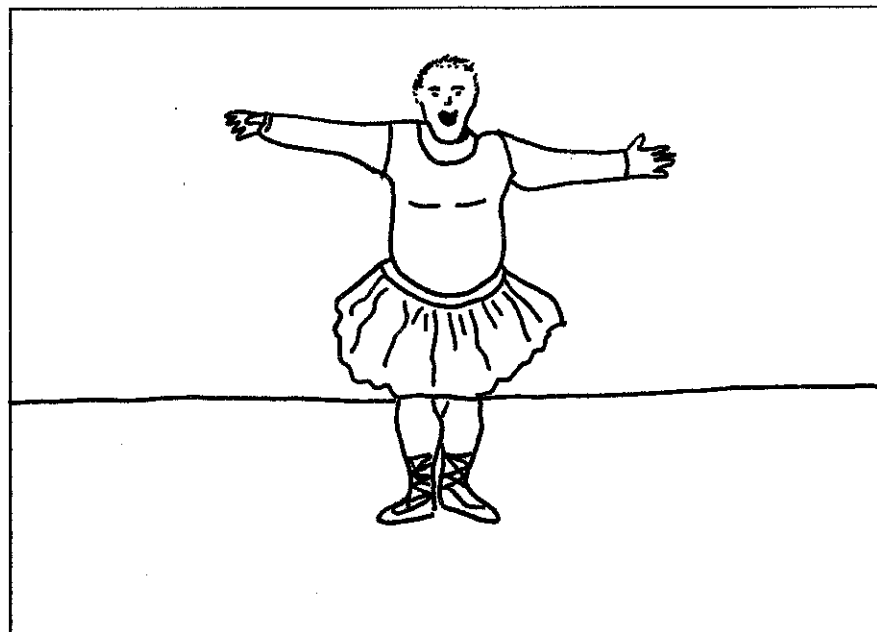
The Communications Council Ltd ABN 84 140 893 152

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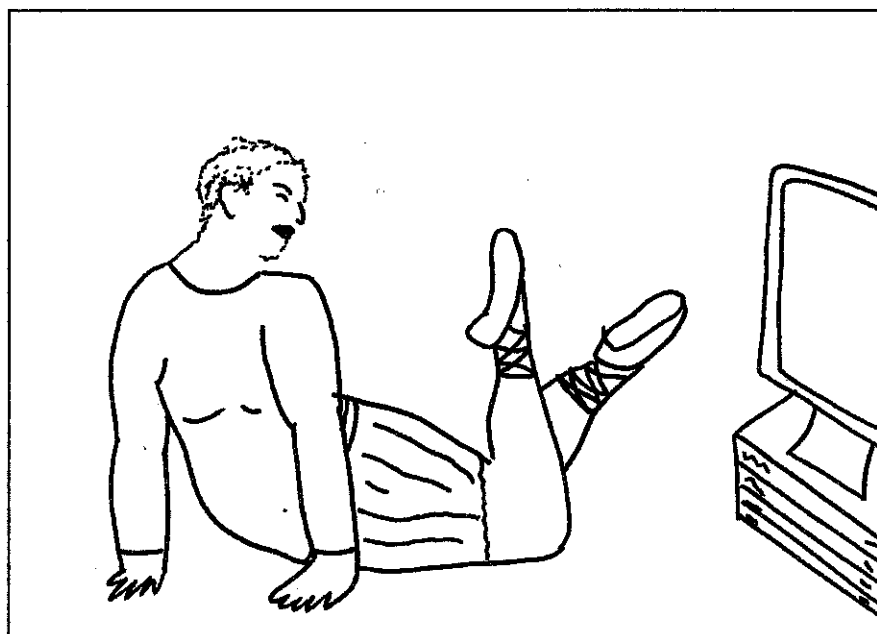
Close up of ballet shoes.



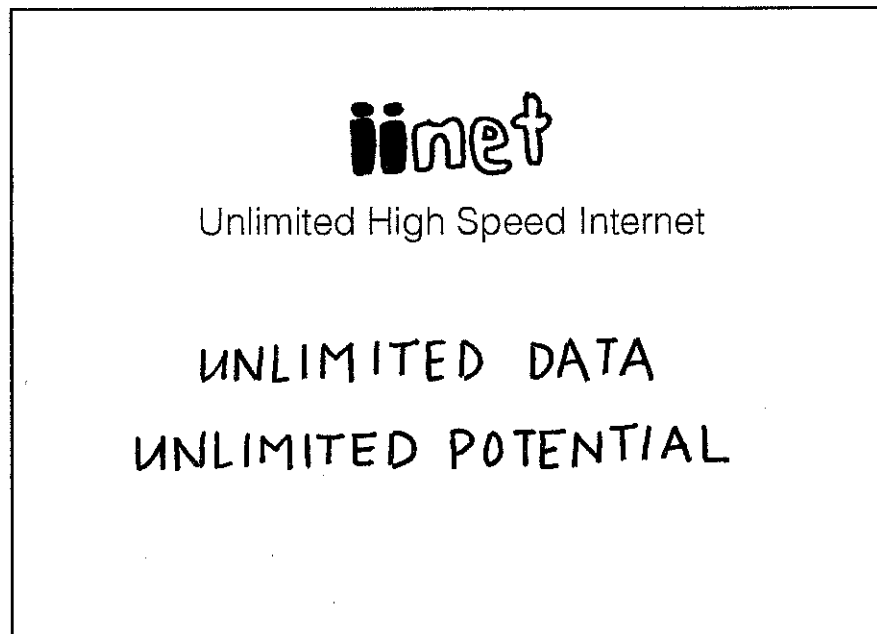
Zoom out to reveal a fat man wearing a tutu at home.



Fat ballerina performs sequence of perfect leaps and pirouettes across the room.



The fat ballerina strikes his final pose, and checks the instructions he's been watching on YouTube.



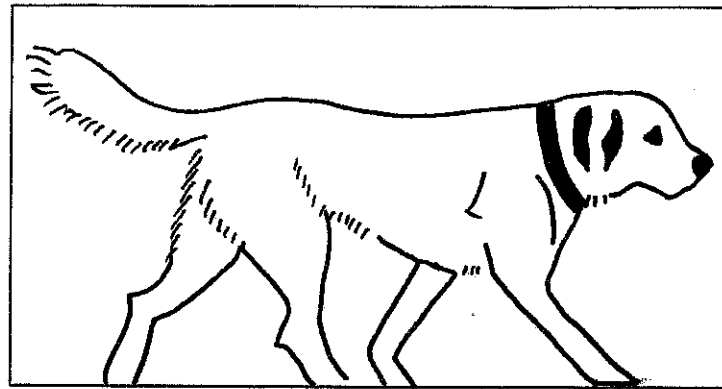
VO: It takes 10,000 hours of practise to master a skill.

Brief 6: Strategy

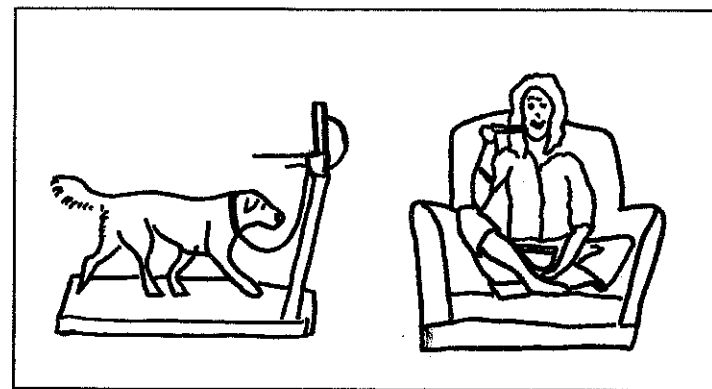
Client:	Lean Cuisine
Product:	Lean Cuisine 'Classic' Frozen Meals
Target Audience:	Women, aged 20+
Key insight:	When cooking dinner becomes a chore, shortcutting your way to a quick, healthy meal feels like a win.
Proposition:	Embrace the easy option with Lean Cuisine.
Support:	Traditionally, women are expected to cook a healthy, fresh meal for themselves and their family. However, cooking day-in and day-out can feel monotonous. Where possible, many women choose to indulge in a fast meal option to escape food preparation. Simply eating a frozen meal can sometimes feel like the lazy option.
Media:	Digital
Tone of voice:	Humorous, friendly
Mandatories:	Lean Cuisine logo

Lean Cuisine

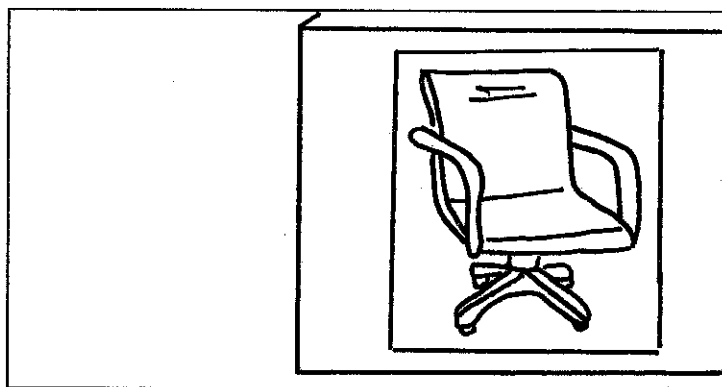
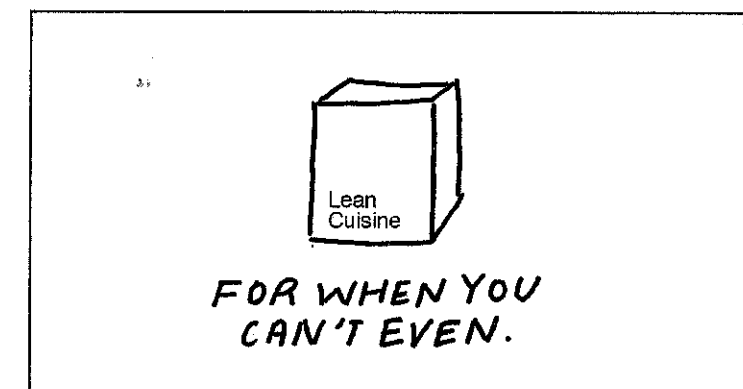
6 second YouTube Preroll Videos (Bumper ads)



Close up of dog walking.



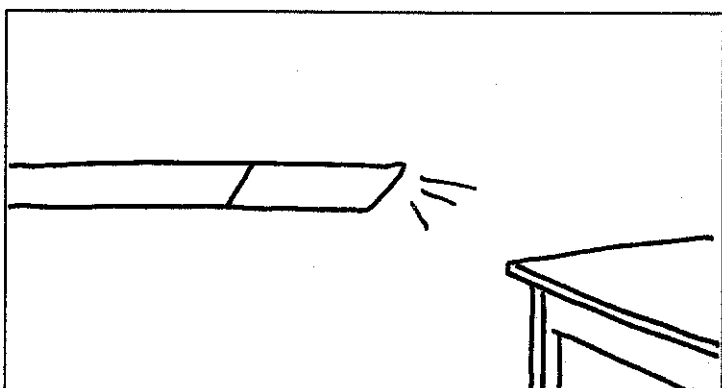
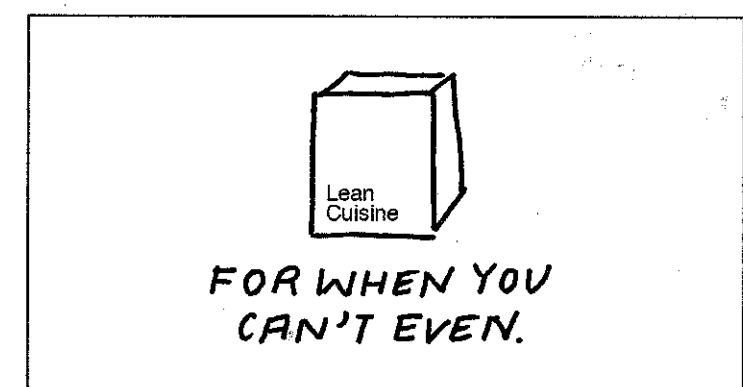
Zoom out to reveal dog walking on treadmill.



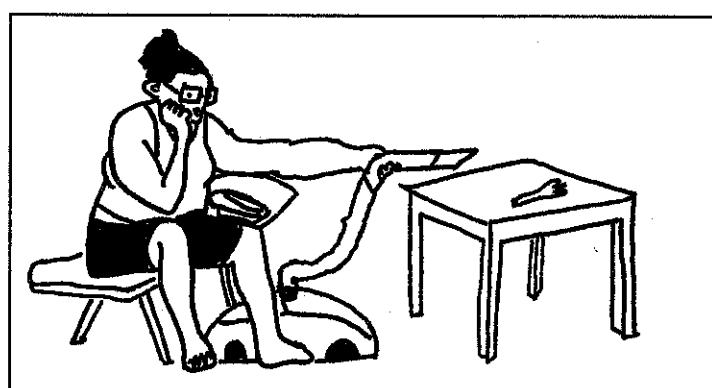
Close up of a box that contains an office chair.



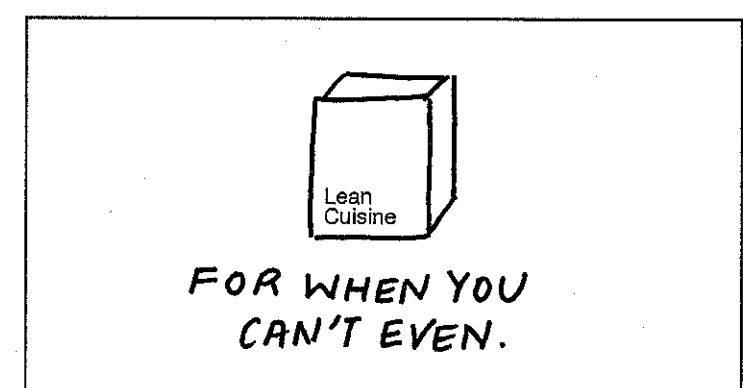
Zoom out to reveal woman sitting on box eating Lean Cuisine.

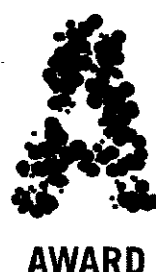


Close up of vacuum nozzle sucking up dust from a coffee table.



Zoom out to reveal woman eating Lean Cuisine and using vacuum to get fork off table.





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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.

Make it Australian

Insight: Most Aussies know they *should* buy Australian Made products to support our local producers and economy, however some still don't make the effort.
 Idea: Local growers and producers say 'thank you' to those who *do* support them by purchasing Australian Made products – sparking a sense of guilt in those who don't.
 Execution: All 'thank you' executions are 100% Australian Made by Australian producers, growers and manufacturers.

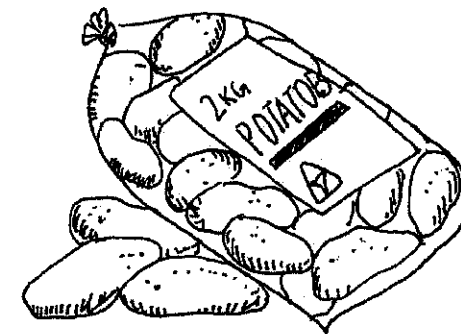
OOH

A huge billboard that says 'Thank you for buying Australian Made' is created out of Australian products.



Ambient

Producers, growers and manufacturers place hand written 'thank you' notes in their products.



THANK YOU FOR BUYING OUR
 AUSSIE GROWN POTATOES.
 IN DOING SO YOU'VE ALLOWED
 OUR FARMERS TO KEEP PUTTING
 FOOD ON THEIR OWN TABLES.
 MANY THANKS.
 JOHN — HEAD FARMER

TVC (30 seconds)

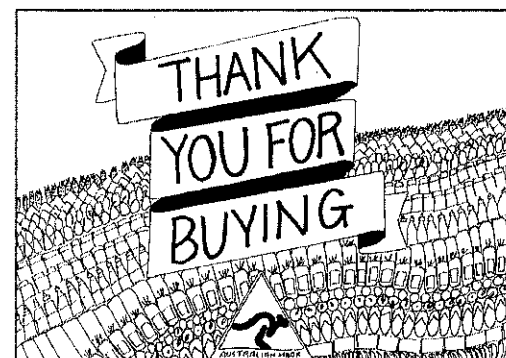
Shows the making of the outdoor display as growers, producers and manufacturers come together and put their goods in place.



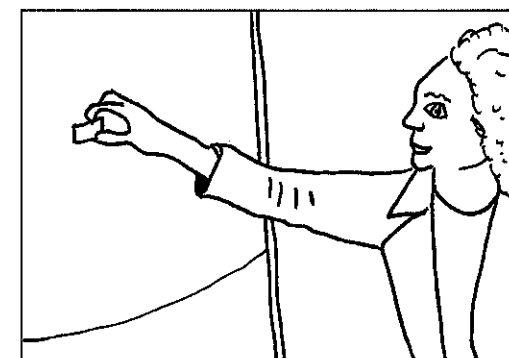
Billboard starting to be made.



Farmer and other contributors bringing products to billboard.



Progress shot.



Producers placing products on billboard.



Final billboard and all contributors.



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CREATIVE BRIEF

Brief Number: 8

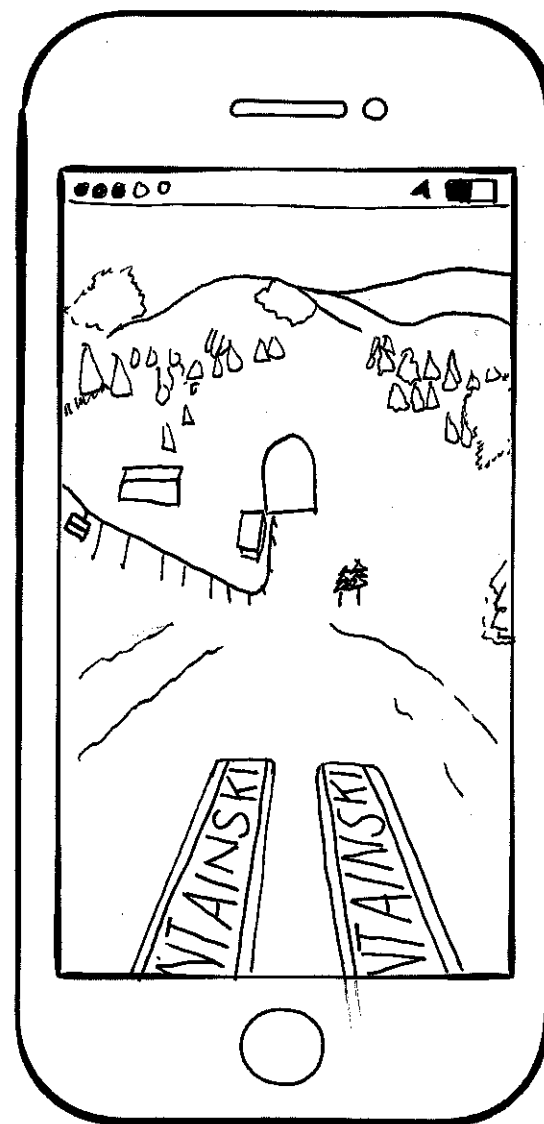
- Topic:** Digital
- Client:** Scoot Airlines
- Product:** Low cost flights
- Target Audience:** We're talking to young travel-hungry people (students and backpackers) under the age of thirty 30. Their wanderlust levels are off the scale and all they want to do is jet off on new adventures every couple 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

Choose Your Own Adventure

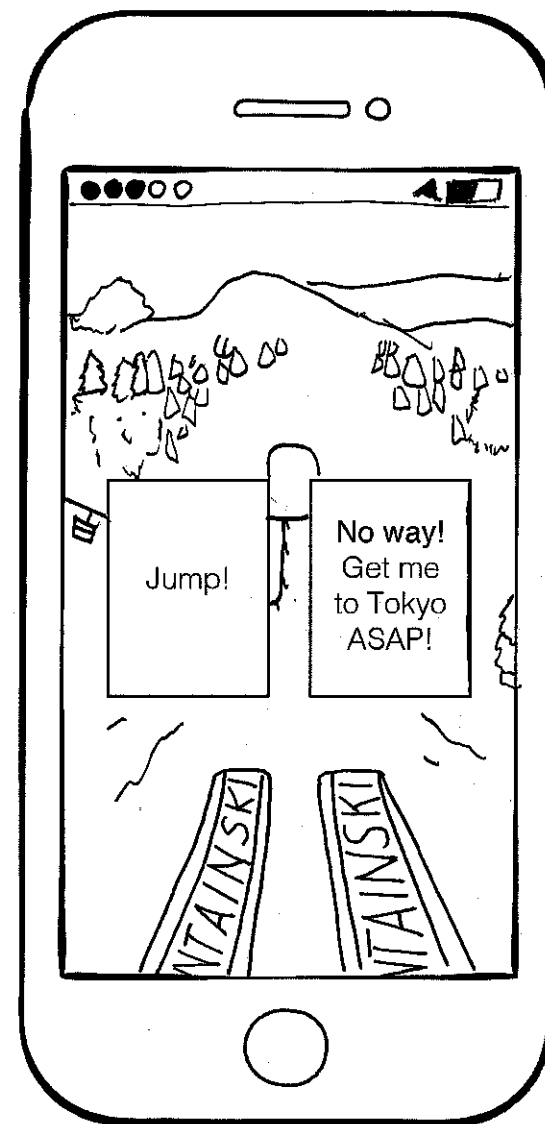
Insight: Young travellers follow wherever adventure takes them.

Idea: *Choose Your Own Adventure* – choose your own virtual adventure with Scoot based on your travel interests, and make it a reality within your budget.

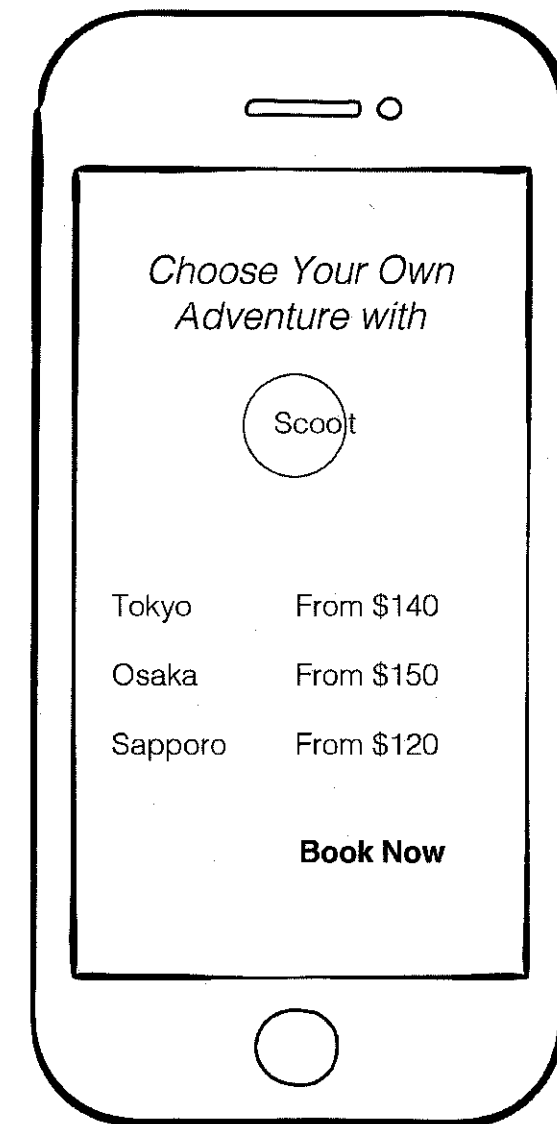
Execution: Starting with a preroll video of an overseas adventure that's filmed 'point of view', the viewer gets to virtually experience a country that Scoot flies to, and from here choose what adventure to enjoy in that country next. For example 'Jump' or 'Don't Jump'. Scoot recommends flight options based on your decisions around budget and travel interests.



Preroll starts with 'point of view' adventure in one country.



User is given option to choose which adventures to take based on their travel preference. There are multiple adventures for every Scoot destination.



User is shown final screen with prices and option to book.



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.

'All the world's a stage'

– William Shakespeare

Insight: You can create mood lighting for any scenario imaginable.

Idea: *All the world's a stage* – in a public night-time setting, actors deliver improvised shows and control the lighting of their scenes as they perform.

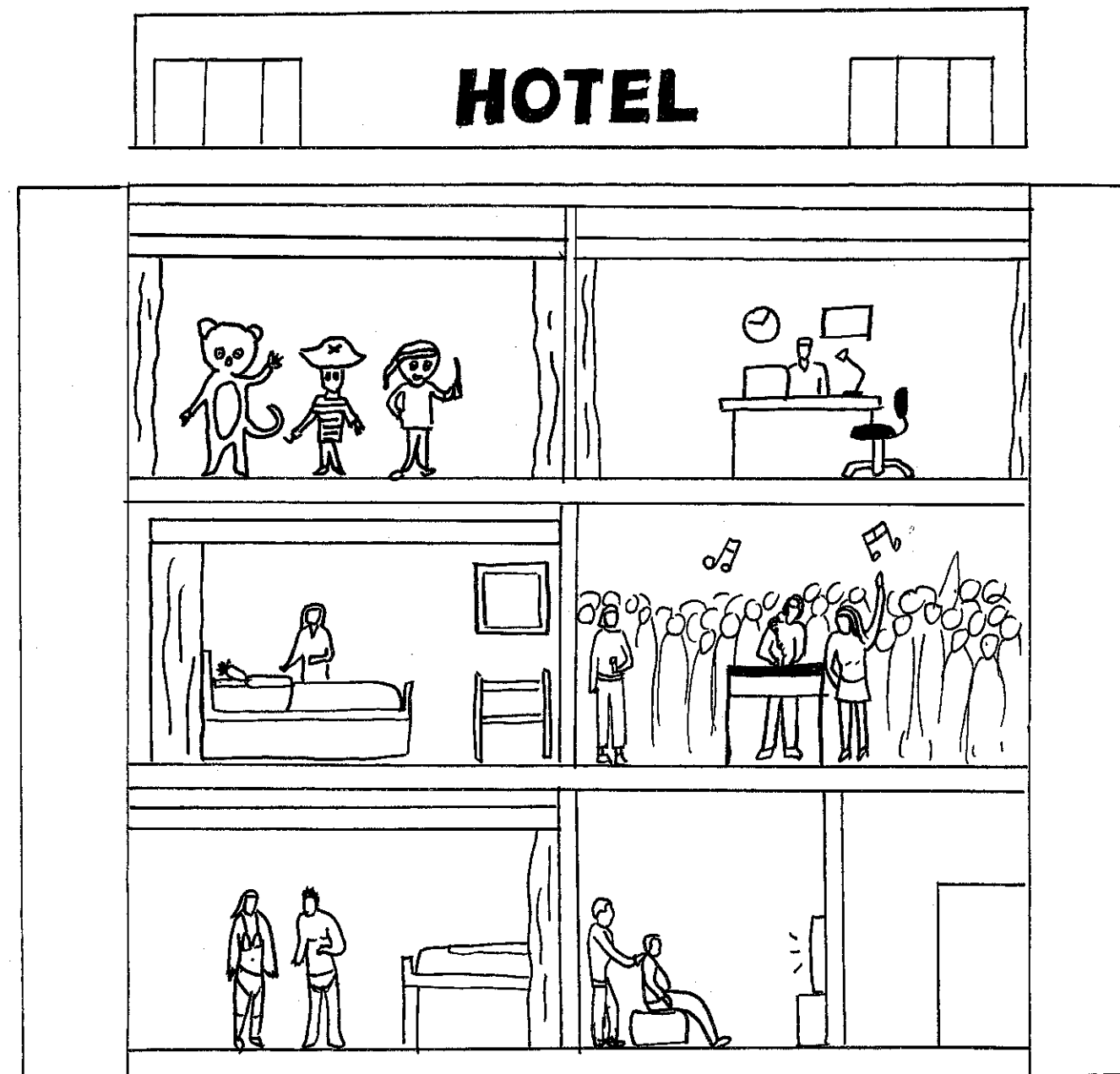
Execution: A popular hotel in Sydney city is taken over by *Philips* and the *Sydney Theatre Company* for a week. Actors inhabit each room, and every suite is furnished uniquely. Actors manipulate the Hue lighting system in their rooms to accompany their performances. The curtains are open and the entertainment runs all night.

**The neighbours
are up to no good –
and you're invited
to watch.**

What is it about a hotel room
that incites outrageous, erotic or
dangerous behaviour?

From Michael Jackson's baby-
dangling incident, to Russell
Crowe's telephone meltdown –
every hotel room has a story.

Thanks to *Philips*, we're all invited
to take a peep behind hotel doors
and see the scenes that you've
imagined play out in real life.





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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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Forbidden love

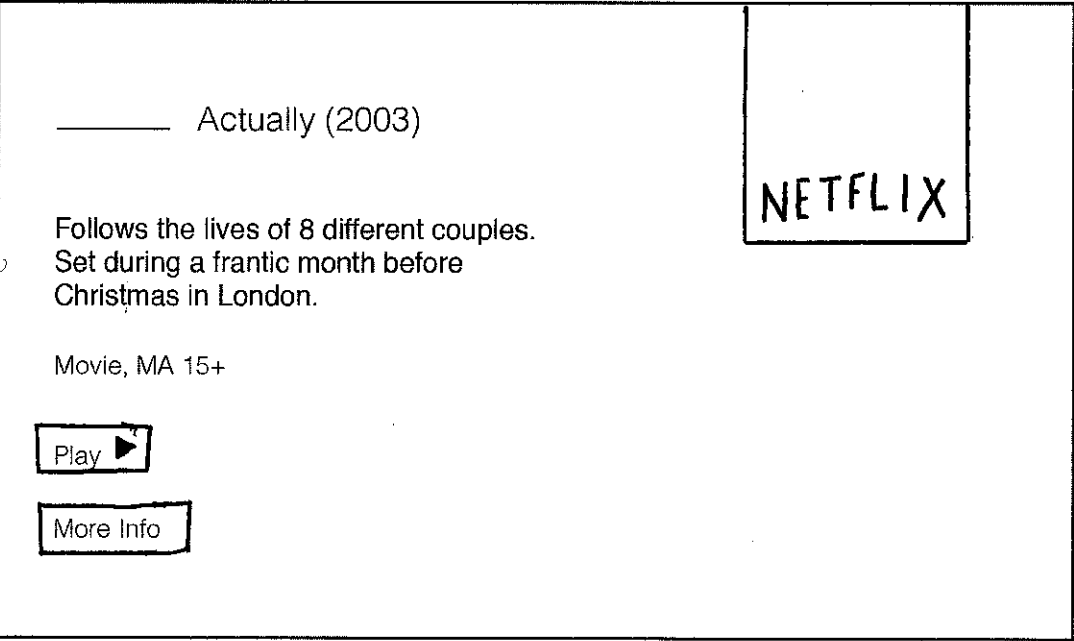
Insight: The opportunity for same-sex couples to officially express their love through marriage is being withheld.
Idea: *Forbidden Love* – if love is not for everyone, then noone can have it.
Execution: *Love* is removed from pop culture throughout Australia until marriage equality is achieved.

Radio

Love is bleeped out of every single song, on every single station.
“All you need is bleep” – *The Beatles*
“I’m in bleep with the shape of you” – *Ed Sheeran*

Netflix

Love is removed from all titles, e.g. *Love Actually*.



Mobile

All emojis used to express love are removed.

Art Galleries & Museums

Any artwork that depicts *love* is covered.

