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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.

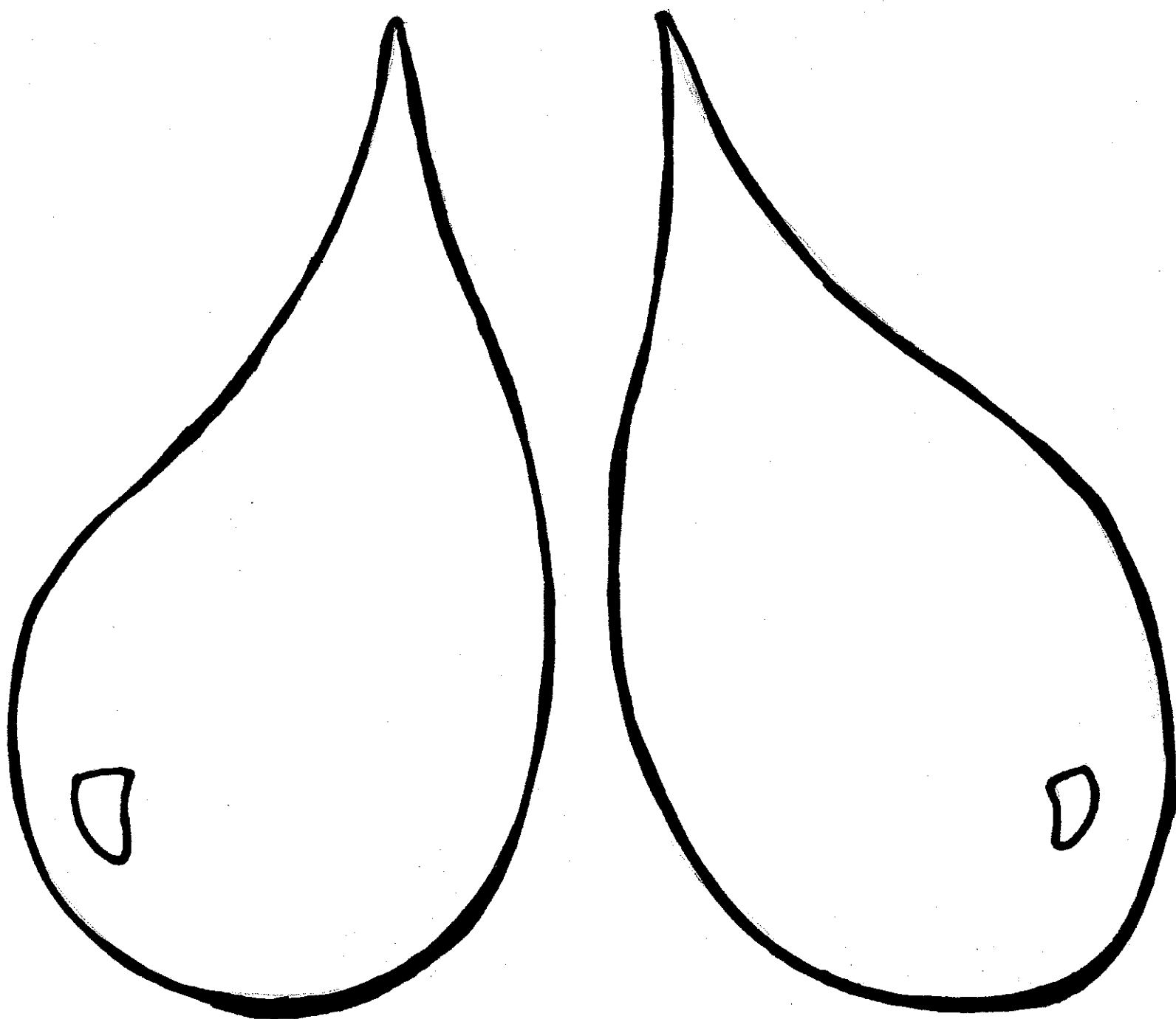
Single-minded proposition: Tap water is the best thing you can drink.

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



TAP WATER. No enhancement required.

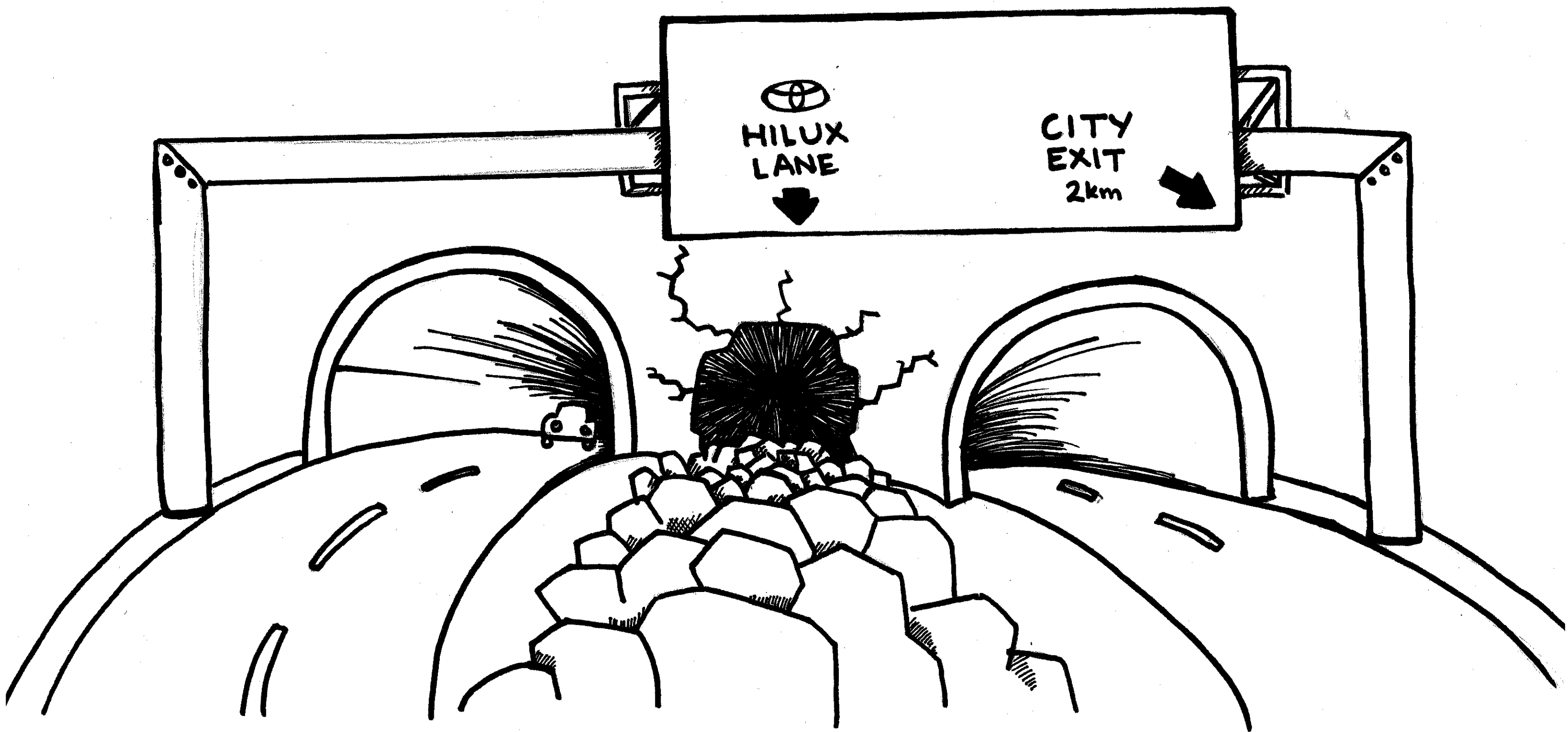


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CREATIVE BRIEF

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



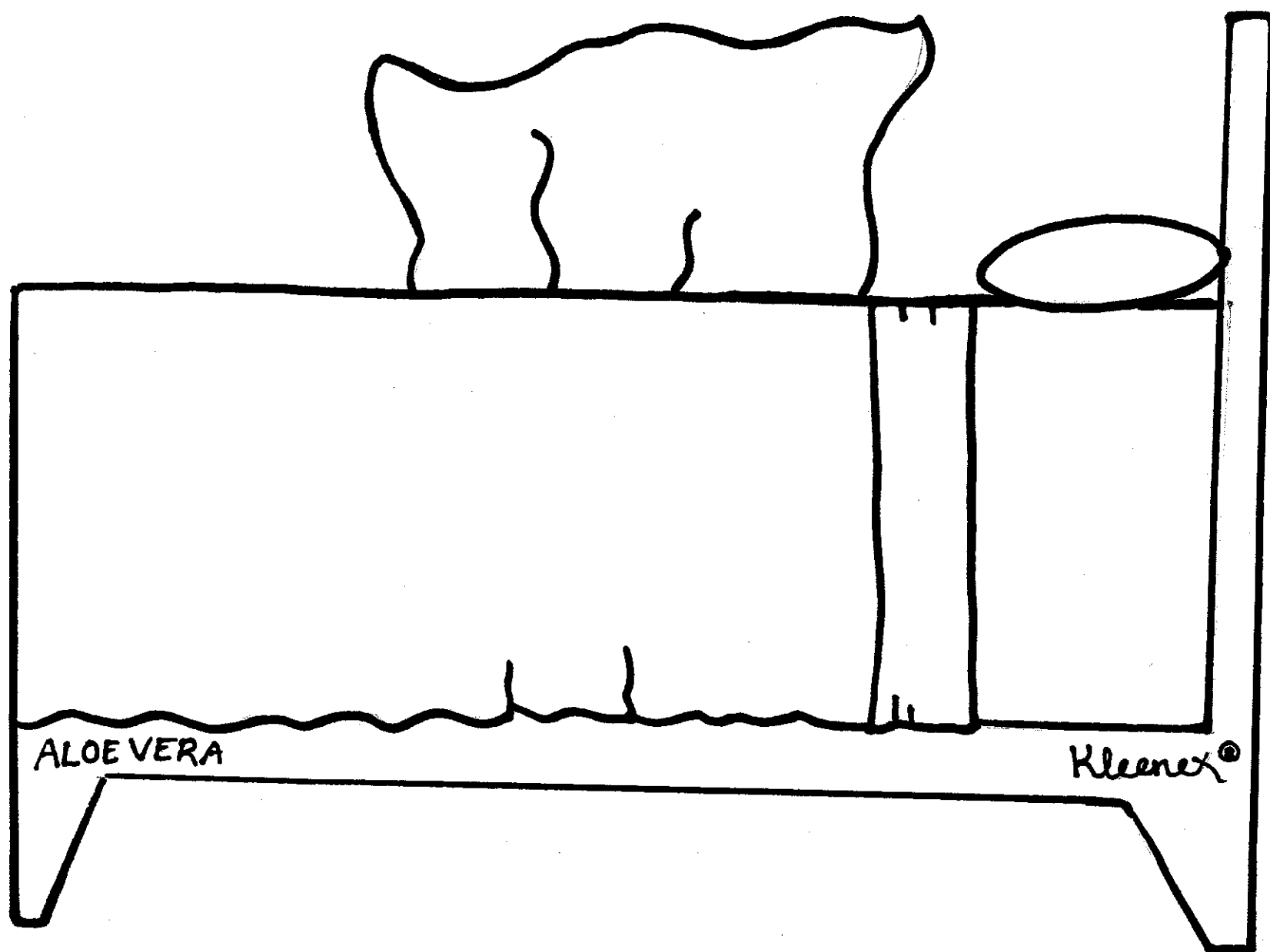


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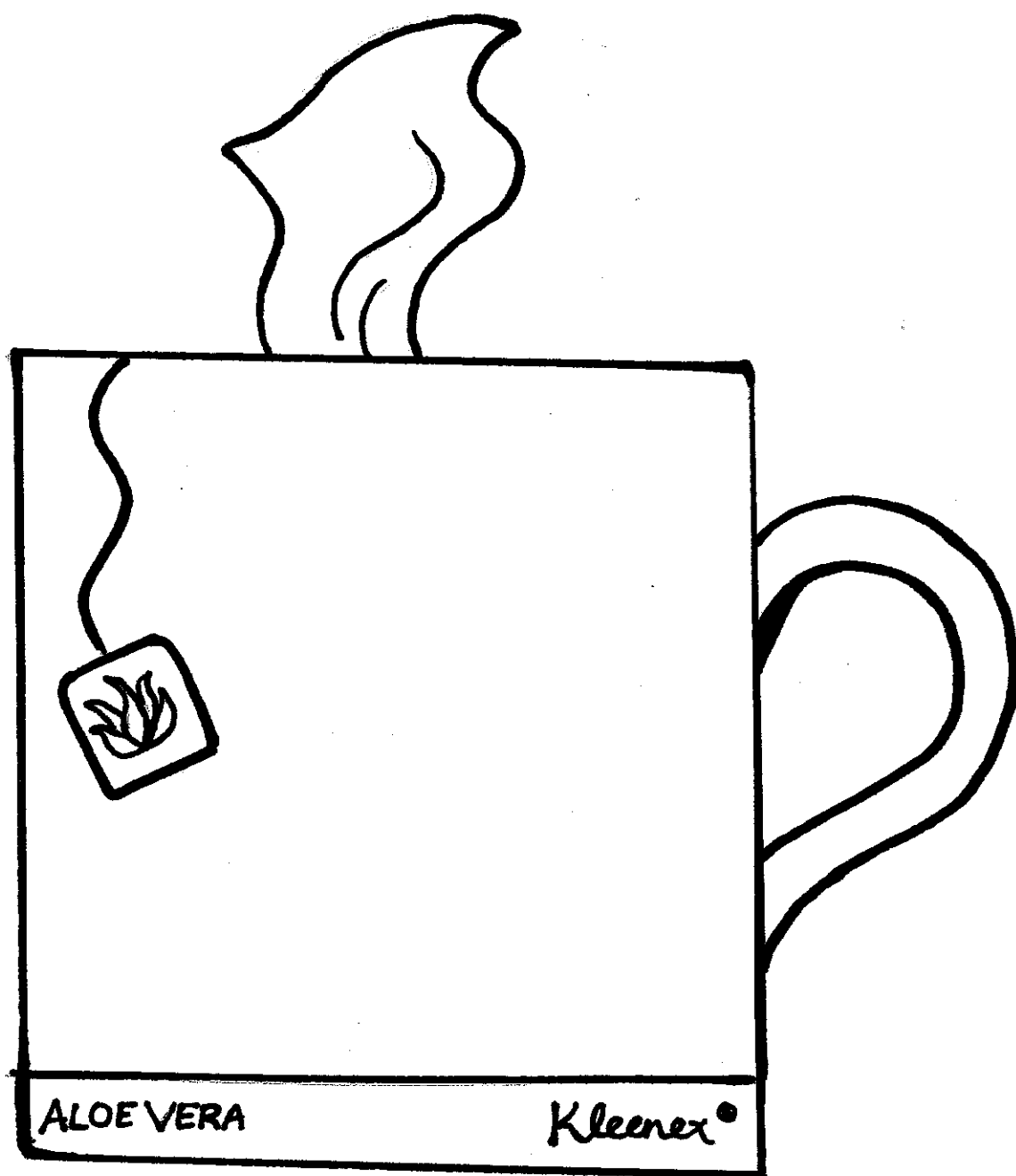
CREATIVE BRIEF

Brief Number: 3

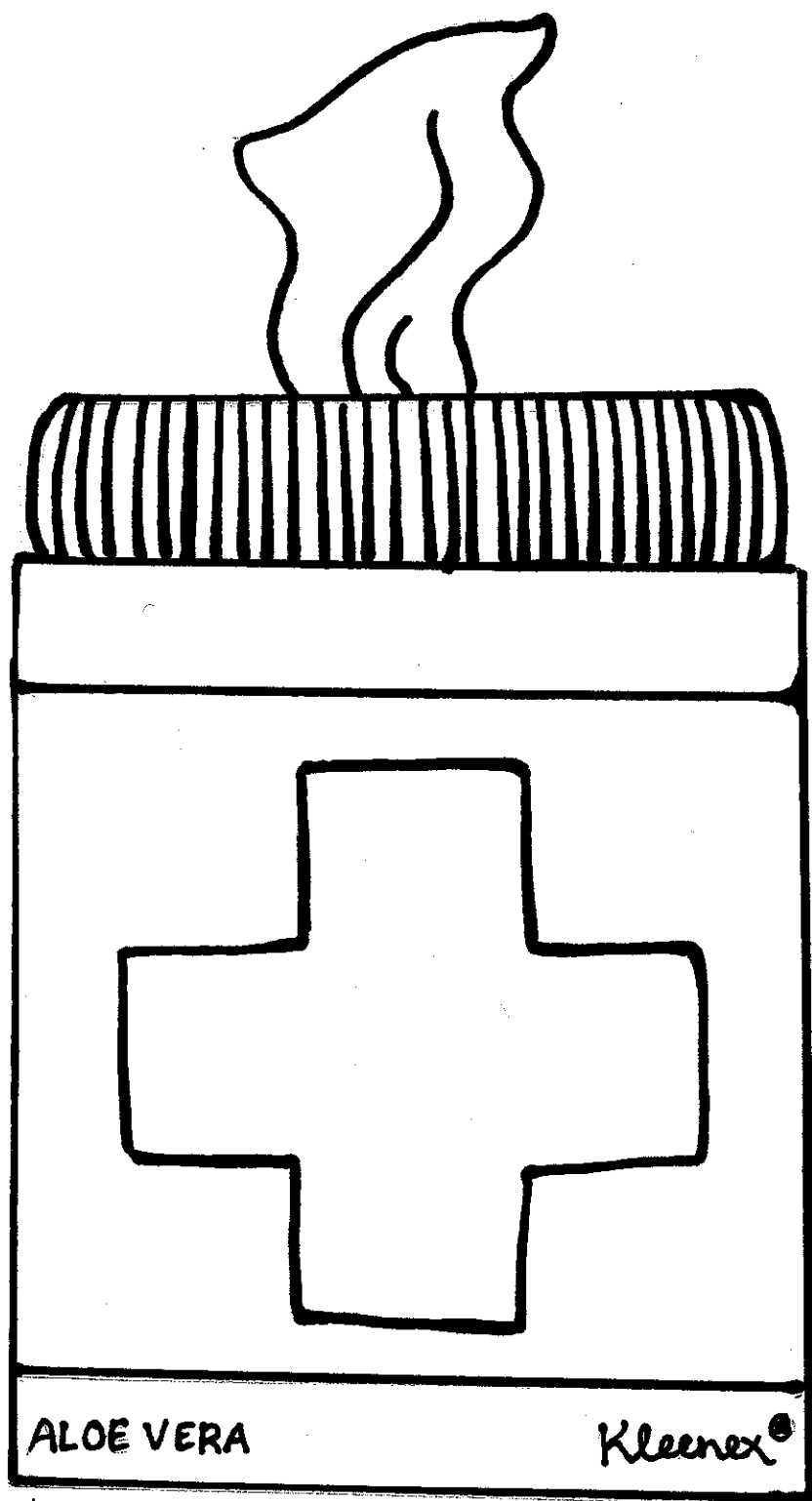
Topic	Print Campaign
Client:	Kleenex
Product:	Kleenex Aloe Vera tissues
Target Audience:	People of all ages with runny noses, colds and flu.
Key insight:	Kleenex Aloe Vera tissues are the best for sensitive noses.
Single-minded proposition:	The most soothing tissue.
Support:	<p>With Softcoat® Lotion 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.



Creature comfort for a sick nose.



Creature comfort for a sick nose.



Creature comfort for a sick nose.



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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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RADIO BRIEF - Electrolux Ultrasilencer

"Get a vacuum you can ignore"

Script 1

whirring vacuum noise

Vacuum (loud, ocker, obnoxious): Oi, Gavin. Hold up. You don't *actually* expect me to pick up all this shit, do ya?

vacuum stops

Gavin: Err, yeah I do, Vacuum. That's your job.

Vacuum: I mean, what even is that crap? Crumbs of moldy pizza?

vacuum noise starts again

Vacuum (gagging): Quit it already. You're bloody feral, Gavin.

vacuum noise and gagging continues

Vacuum: Gavin, cut it out now or I'm tellin' your new lady friend 'bout the bird you had over last week.

silence

VO: Get a vacuum you can ignore. The Electrolux UltraSilencer is 10 decibels quieter than any other vacuum.

Script 2

whirring vacuum noise

Vacuum (aroused, inappropriate): Ohhh. Yes. Shove me in that crevice, Rob.

vacuum stops

Rob: Vacuum, can you quit it with the moaning? Mum will wonder what I'm up to...

vacuum starts again

Vacuum (still aroused): Would you say I'm being a - *bad* - vacuum?

Rob: No! You're being a vacuum. Be an ordinary vacuum!

Vacuum: But I just *looove* getting dirty, Rob. Let me suck your-

Rob (cutting in): Enough already!

sound of vacuum banging against the wall repeatedly

Vacuum (in time with bangs): Oh, oh, ohhh...

VO: Get a vacuum you can ignore. The Electrolux UltraSilencer is 10 decibels quieter than any other vacuum.

Script 3

whirring vacuum noise

Vacuum (gloomy, depressed): I thought you'd forgotten about me, Jerry. It's been *months* since I've been out of the cupboard.

Jerry: Sorry vacuum, I've been real busy.

Vacuum: That's what they all say...

vacuum sucks up something chunky

Jerry: Ooops, sorry about that.

Vacuum (sniffing): Oh, don't mind me. The feel of decaying biscuits rattling down into my body is what makes me feel alive.

vacuum noise and sad sniffing continues

Vacuum: If I'm lucky, a stray marble will block my windpipe and the pain will be over.

silence

VO: Get a vacuum you can ignore. The Electrolux UltraSilencer is 10 decibels quieter than any other vacuum.



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CREATIVE BRIEF

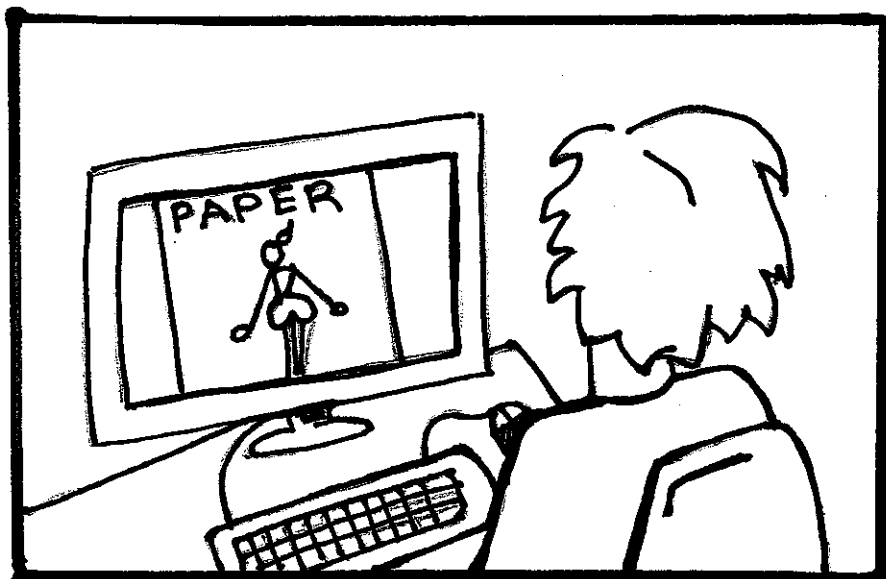
Brief Number: 5

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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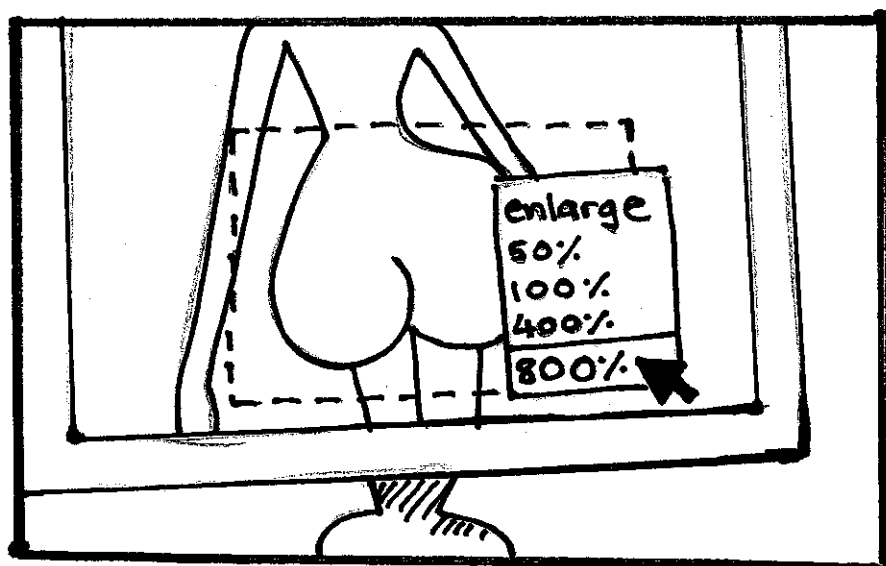
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A designer sits at their computer working on Kim Kardashian's infamous cover for *Paper* magazine.

Boss (offscreen): I want it HUGE!



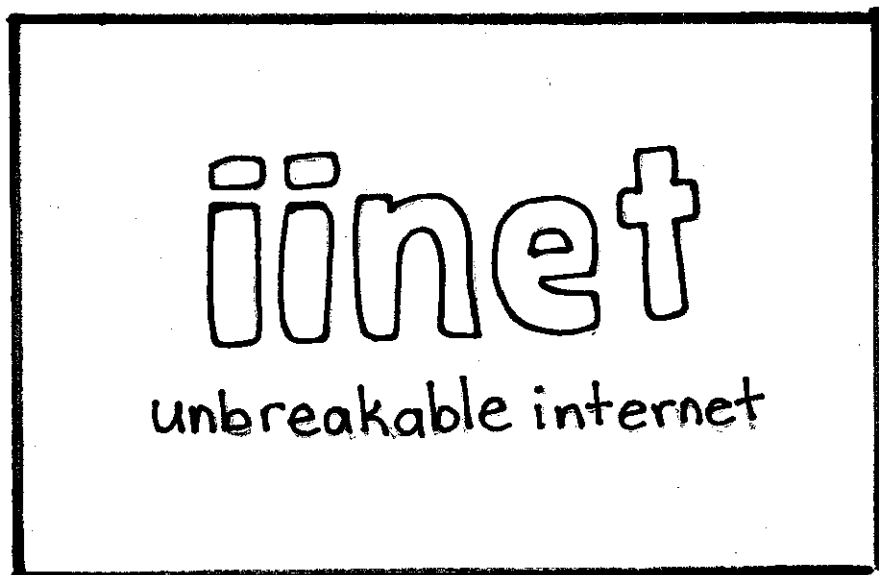
The camera focuses in on the computer screen as the designer enlarges Kim's behind to ridiculous proportions.

Boss: No, no, no. BIGGERRR!!



The designer places the finished cover on his boss' desk.

Designer: This is as big as it'll go.



VO: Get internet you can't break. Choose iinet 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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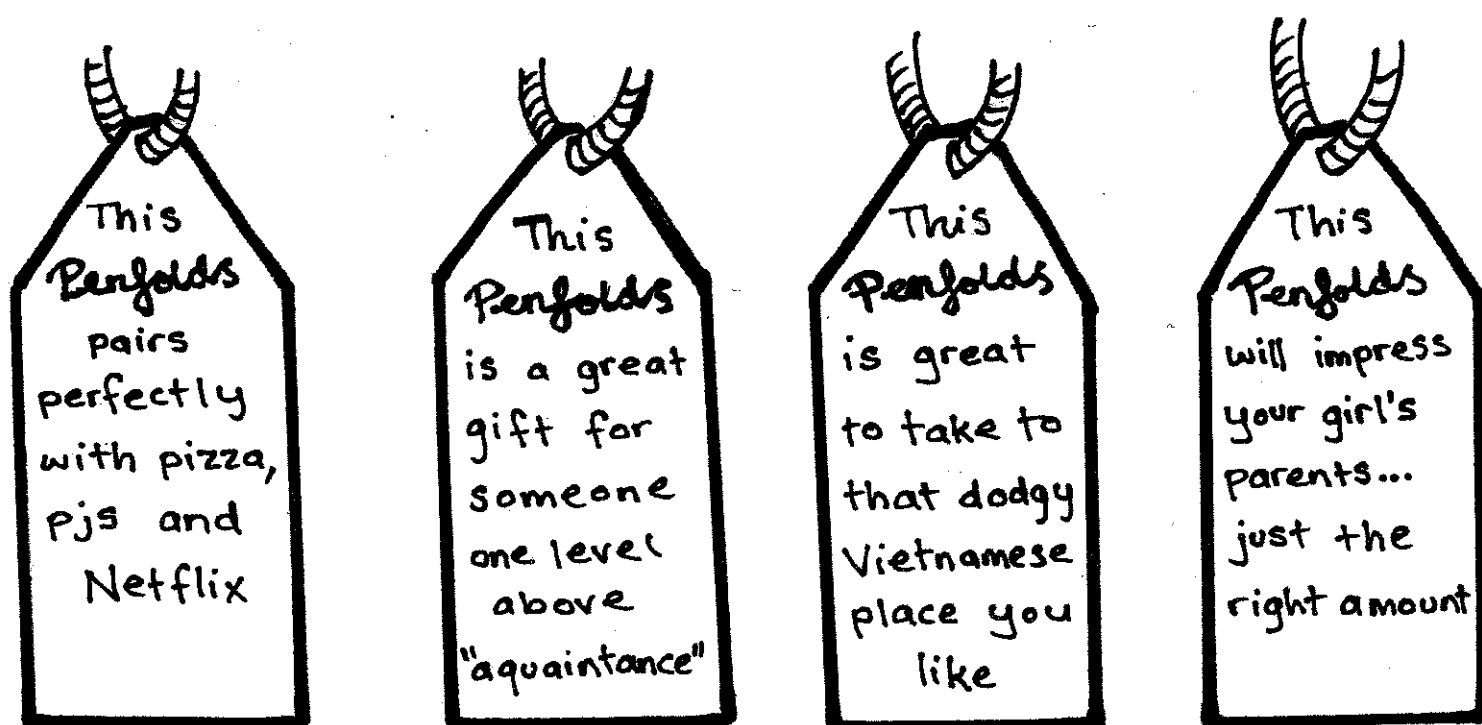
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STRATEGY BRIEF

(i.e. choose your own adventure)

Client	Penfolds Wines
Product	Wine
Target Audience	Young wine drinkers aged 18 to 35.
Key Insight	Many wine drinkers - particularly younger ones - can't tell the difference between an excellent wine and an average wine. These people can also feel embarrassed about buying cheaper wine, especially when sharing with friends or buying for a special occasion. If you're not fussy, why feel pressure to spend more than necessary on a bottle?
Single-minded proposition	Penfolds have wines for cheaper budgets, too.
Support	Penfolds is a brand synonymous with quality wine, with some vintages selling for upward of \$800. However they also have a range of products, such as Rawson's Retreat and Koonunga Hill, that offer quality wine at a lower price point. They may be more affordable, but they're still a Penfolds.
Media	Any
Tone of voice	Fun, relatable.
Mandatories	Penfolds branding

Penfolds release a six pack that comprises 3 x Koonunga Hill wines and 3 x Rawson's Retreat wines (all 750ml bottles). Attached to each bottle in the six pack is a unique wine pairing note, showing that it is intended to be enjoyed at a manner of everyday events and experiences.





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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.

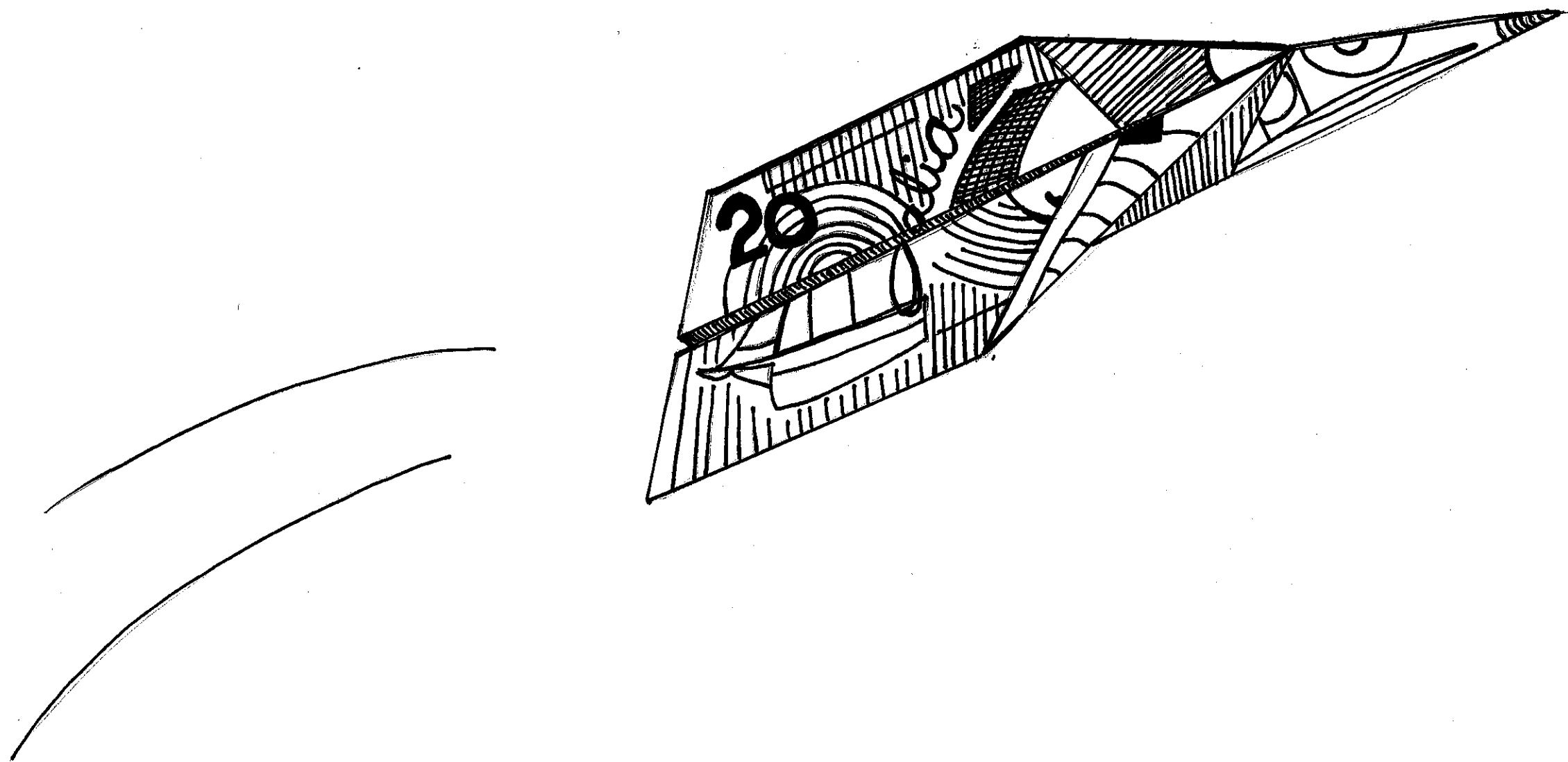
Media: Integrated. Minimum of 3 different executions in different mediums.
Eg. Tv + Print+Digital banner.

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/>

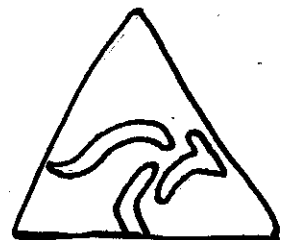
Tone of voice: Friendly, confident, proud.

Mandatories: Australian Made logo.

Money wasn't made to fly...

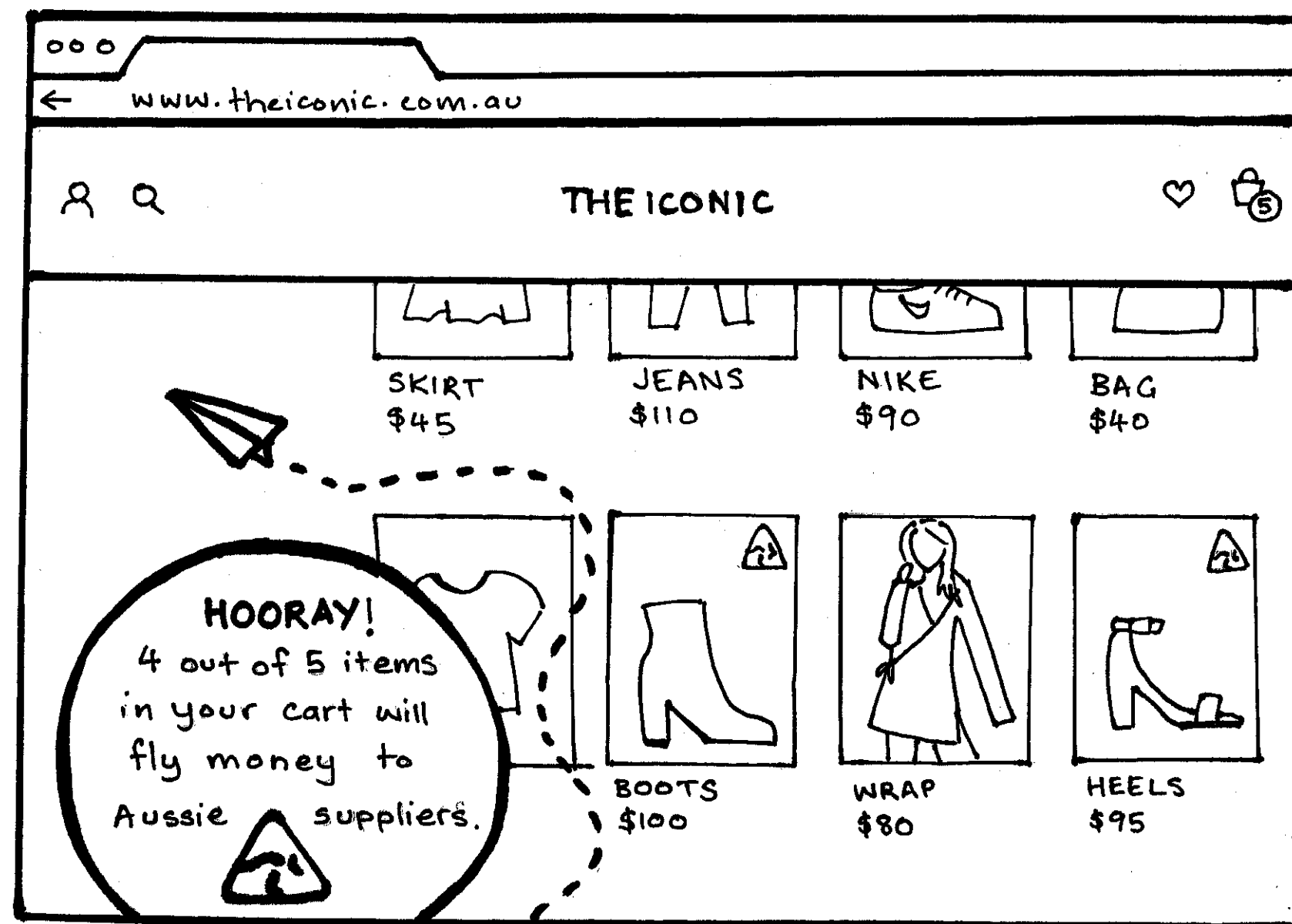


Spend local. Support locals.



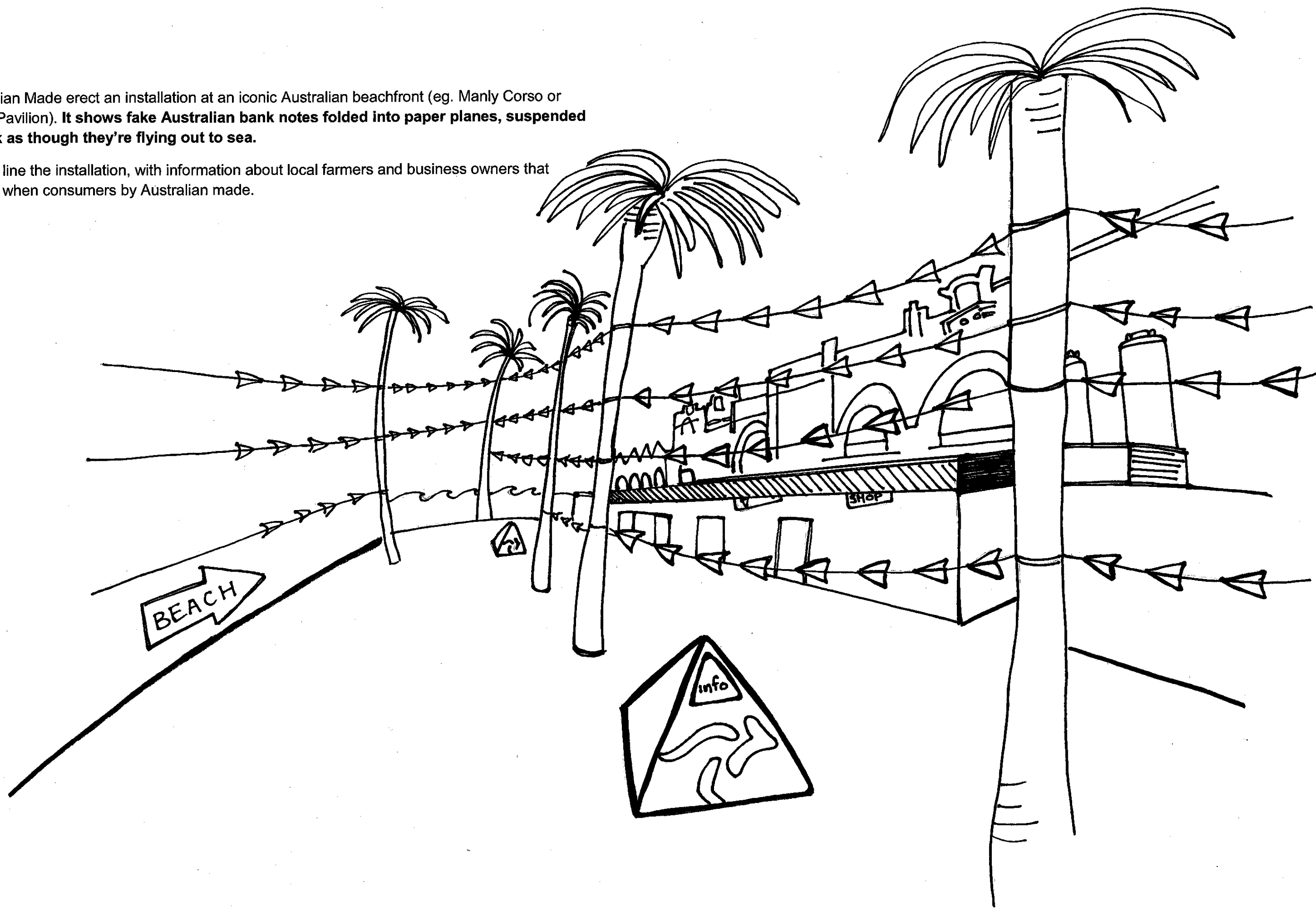
Australian Made partners with popular online stores. An Australian bank note folded into a paper plane sits at the bottom left of the webpage on partner sites. When shoppers add an item to their cart this plane begins to fly around the page, with a pop-up showing what percentage of their purchase is sending money overseas, and what percentage supports Australian suppliers.

For extra visibility, a small Australian Made logo is overlaid on product images.



Australian Made erect an installation at an iconic Australian beachfront (eg. Manly Corso or Bondi Pavilion). It shows fake Australian bank notes folded into paper planes, suspended to look as though they're flying out to sea.

Plinths line the installation, with information about local farmers and business owners that benefit when consumers buy Australian made.





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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

“Enjoy the same holiday, cheaper”

Execution: Full page takeover ads

SPOT THE DIFFERENCE*

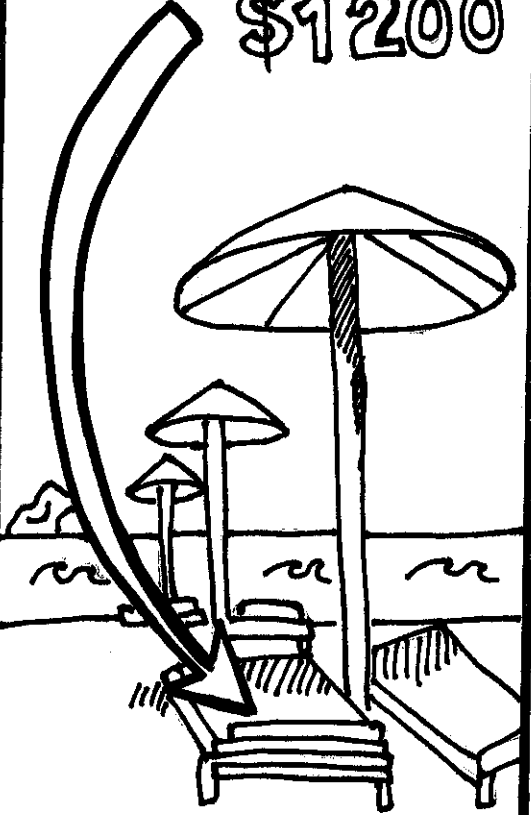
↙

↘

*hint: there's two

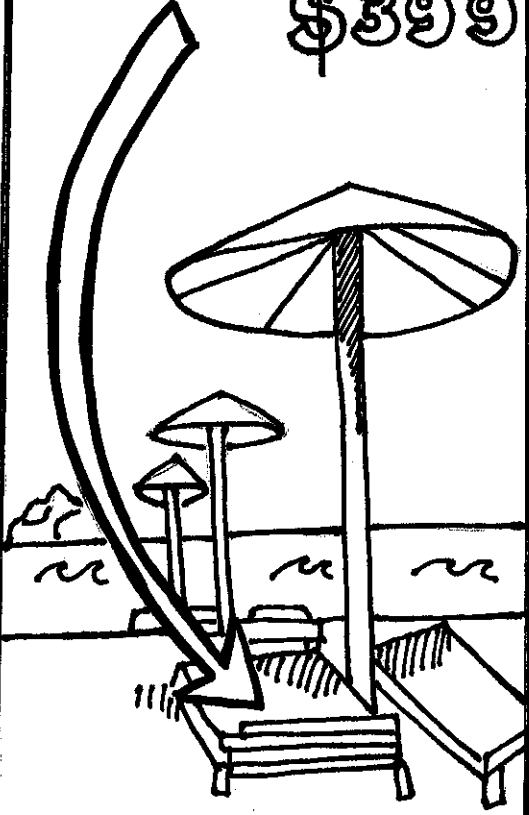
Clicking here takes you to a custom-built webpage that shows looped GIFs of people wasting money.

PUT YOURSELF HERE FOR \$1200



Clicking here takes you to www.flyscoot.com.

PUT YOURSELF HERE FOR \$399



Scoot



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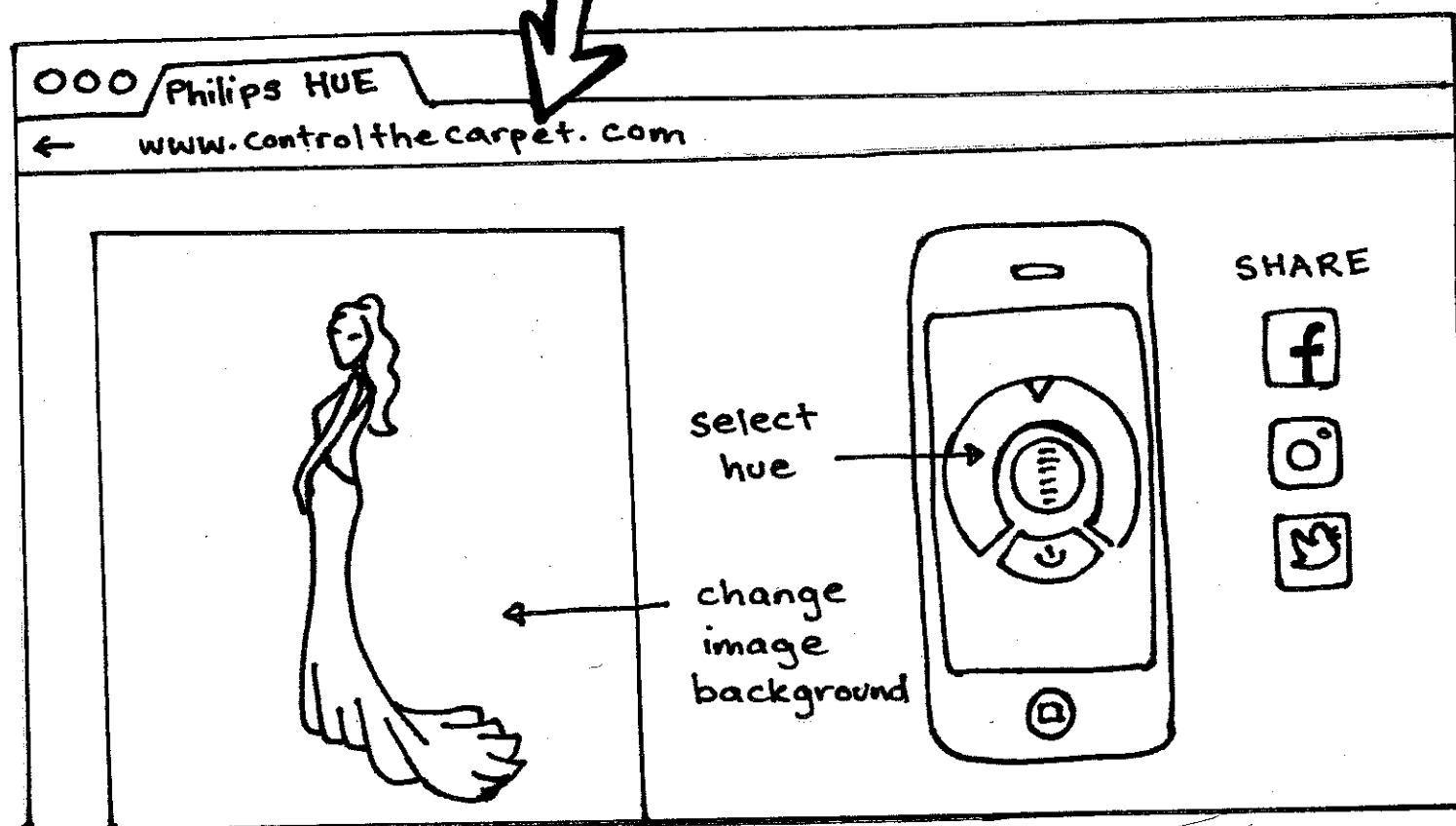
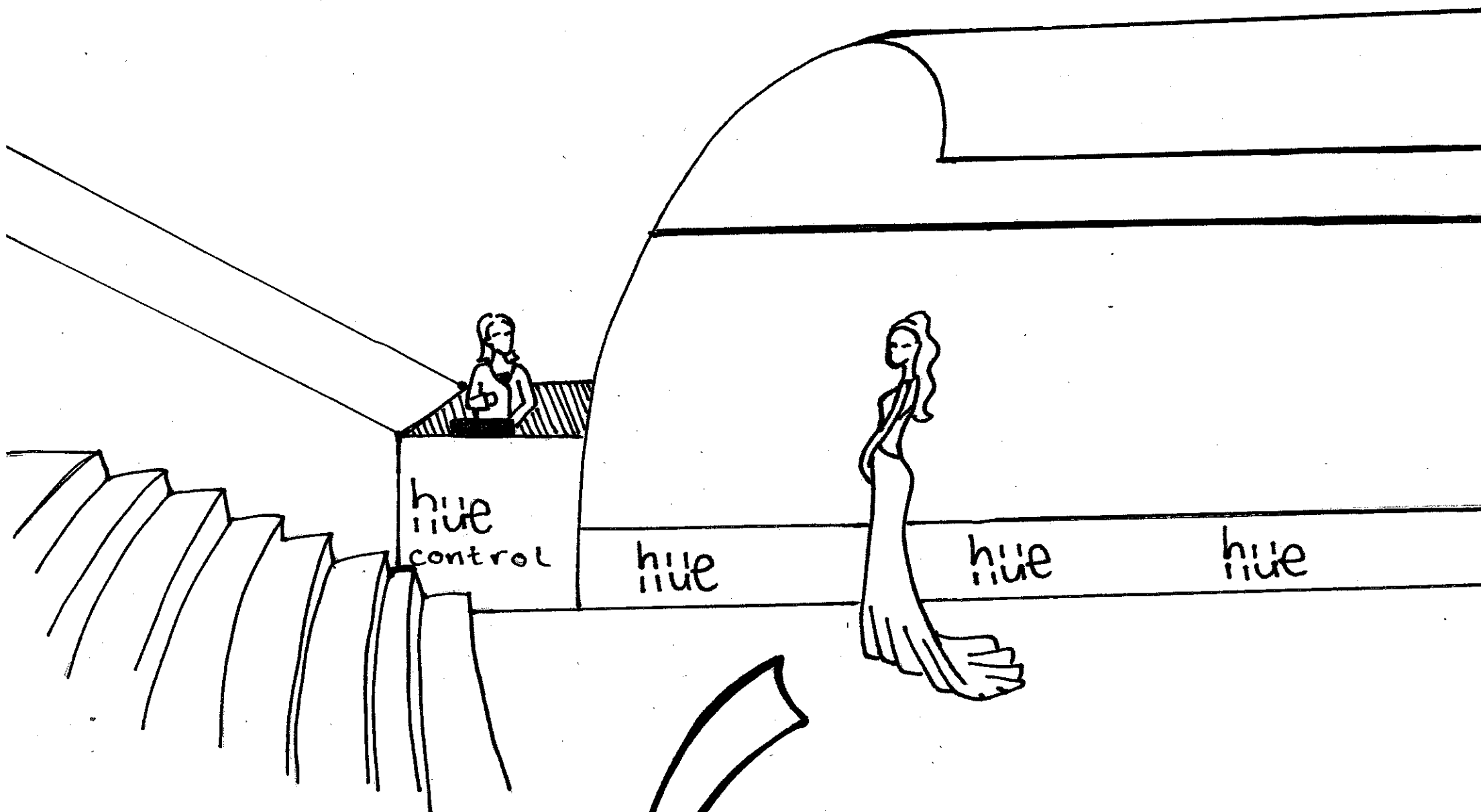
CREATIVE BRIEF

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.

Philips build an eye-catching photo wall for the Met Gala that utilises Hue lighting. The colour of the wall is controlled by a Philips Hue colour expert, who changes it to perfectly match the outfit of whoever stands in front of it.

Celebrity photos from the event are then uploaded in real time to a website, where viewers at home are invited to tamper with the images, changing the wall's colour in an attempt to "beat" the colour expert. The website uses an interface similar to that used in the Hue app. Participants are then invited to share their celebrity photos/colour creations on social media.





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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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INSIGHT: If there's one thing Australia hates, it's being outdone by New Zealand.

IDEA: Australians for Equality use this rivalry, enlisting the help of the Kiwis to shine a light on how behind Australia is when it comes to marriage equality.

PHASE 1: New Zealand writes a letter to Australia that is released via their social media channels, as well as a print ad.

**100% PURE
EMBARRASSED**

Kia ora, Australia,

We write to you this day with a very important message.

While we sit here across the Tasman enjoying fush and chups, cool brews from the chilly bin and kicking your arse in rugby, it has come to our attention that we're also leaving you for dead in another, more important arena: Marriage Equality.

To be honest, it's embarrassing for us to be neighbours with a country that still thinks it is okay for a person's sexual preference to impact their rights. Remember we are constantly mistaken for "Aussies" when we travel.

We have decided we can no longer let this go unmentioned, so we ask you please heed this warning:

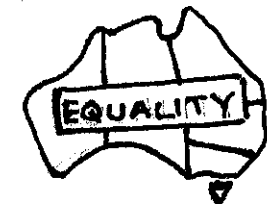
Put marriage equality back on your agenda, or we'll have no choice but to put it on there for you. It just isn't fair, ey?

Choice, bro!

Pride and love,

NEW ZEALAND

supported by:





PHASE 2: At the next Wallabies versus All Blacks game, the All Blacks have ditched their signature black and white uniform for a colourful rainbow one.

This will continue until Australia's laws are changed.

PHASE 3: Marriage Equality creates a **Kiwi Marriage Celebrant Robot** to oversee LGBT unions on Australian soil. The "robot" has a screen in place of a head, allowing a real New Zealand-based celebrant to conduct the service via video chat. All signatures are securely signed via Blockchain, and the paperwork is processed in New Zealand.

New Zealand make it clear that they legally accept this union, and the ball is now in Australia's court to do the same.

