



AWARD



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CREATIVE BRIEF

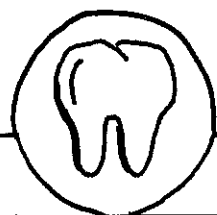
Brief Number: 1

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

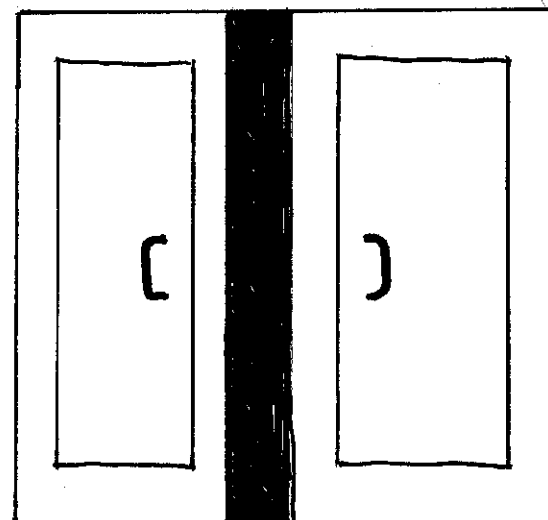
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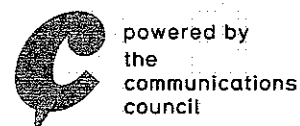


DENTIST



Prevent cavities, drink tap water.



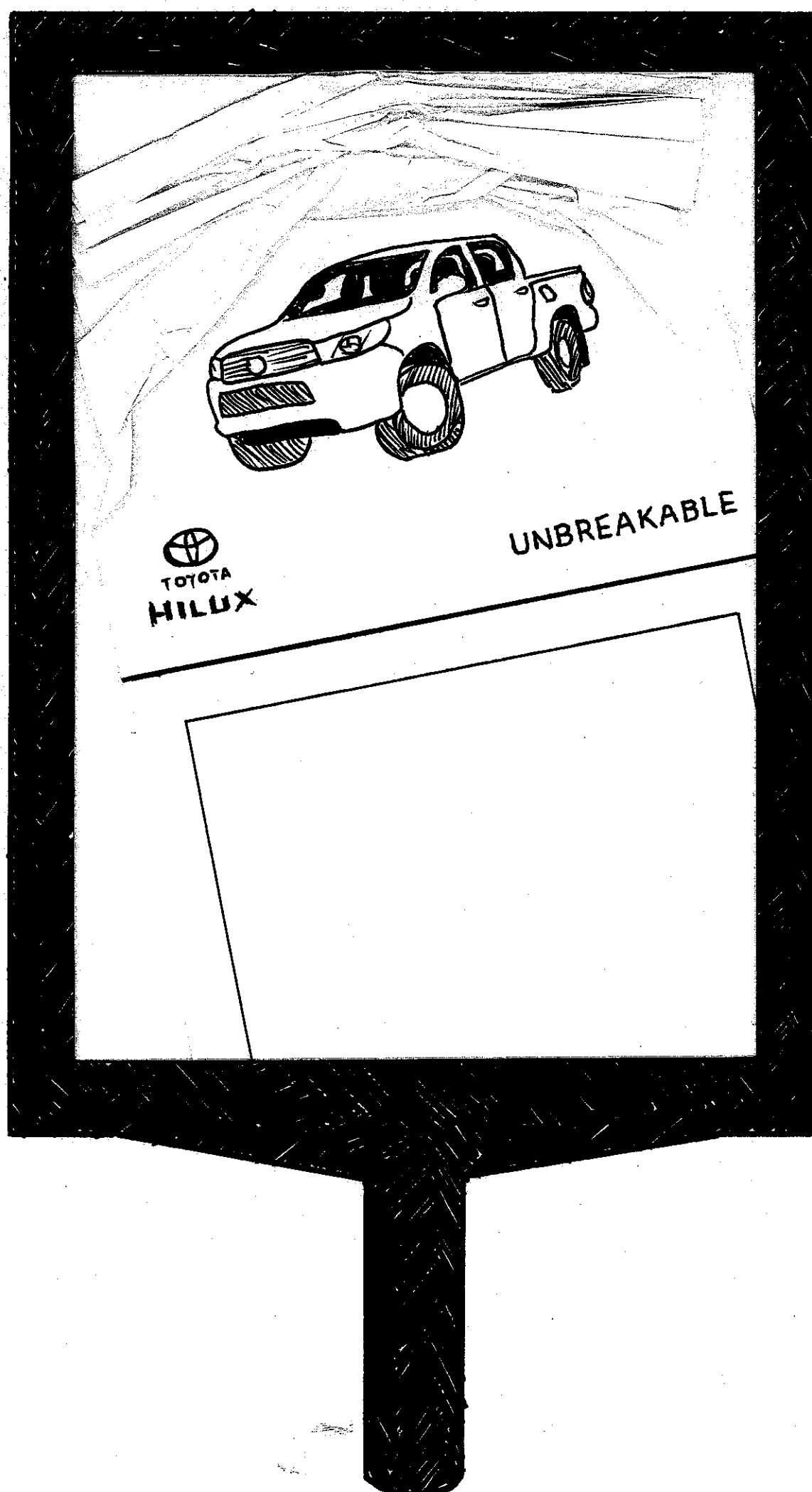


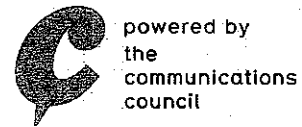
CREATIVE BRIEF

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

If it isn't clear, this is one of those rotating billboards. It is supposed to look like it has malfunctioned and crushed the paper, except the Hilux is so tough it refused to be crushed.

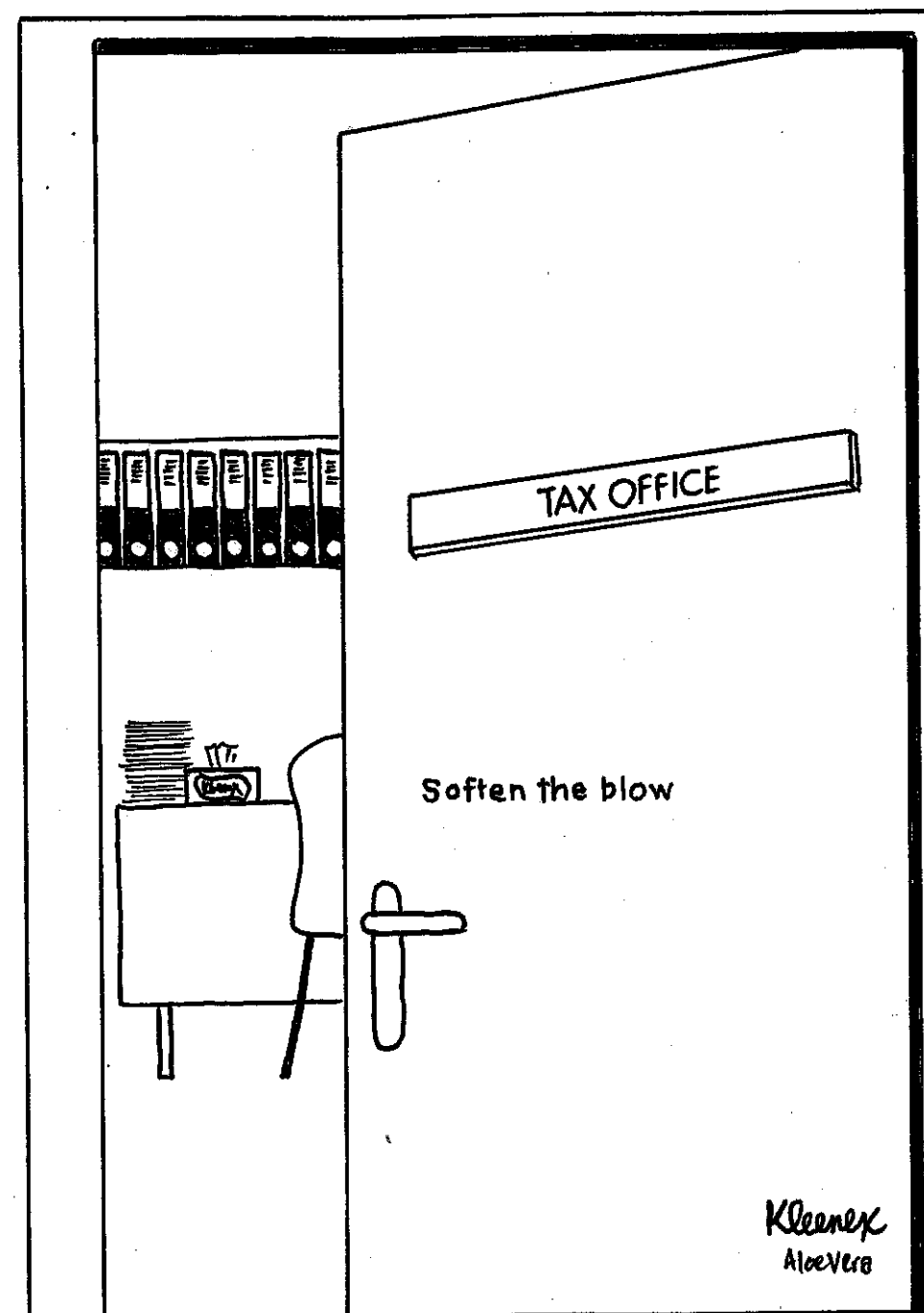
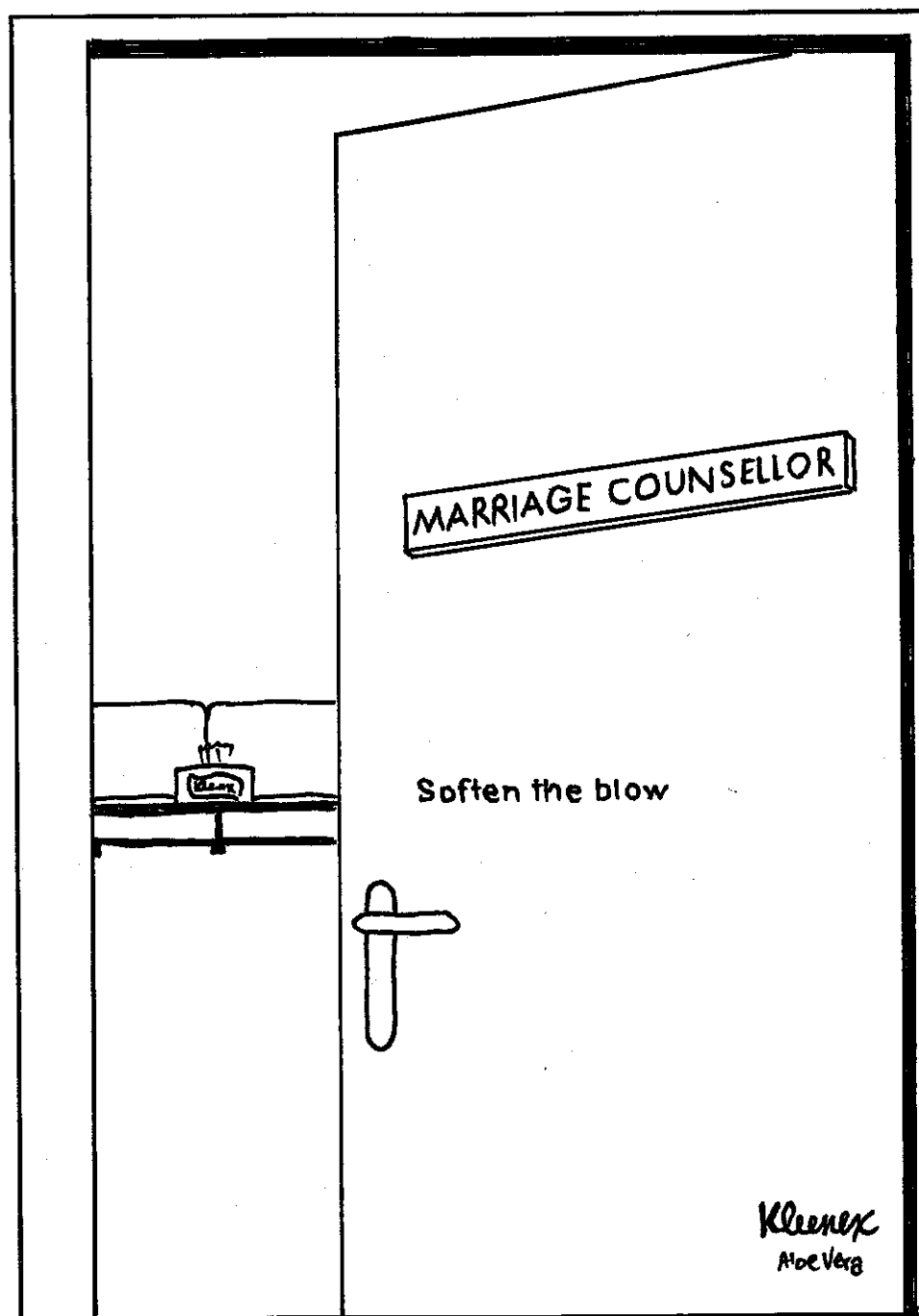
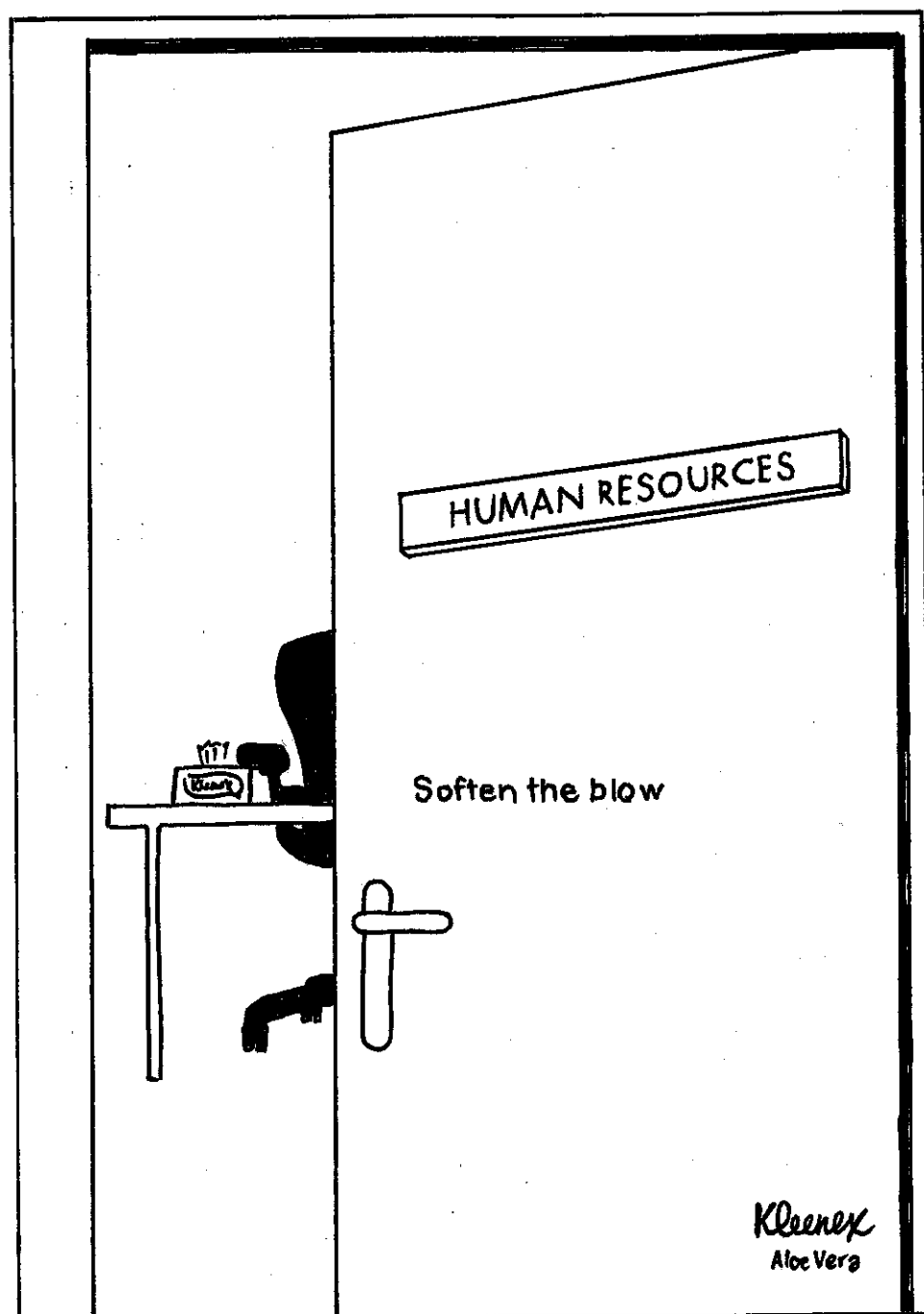


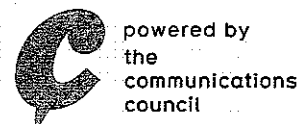


CREATIVE BRIEF

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.





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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[SFX: Sex noises, man climaxes]

Woman: (Exhales)

Man: That was amazing

(long silence)

(rustling sheets)

Man: Yeah...

V.O.: For the kind of silence you do want, get the
Electrolux Ultrasilencer, the world's quietest
vacuum cleaner.

[SFX: Ambient noise, city street]

Linda: Karen?

Karen: Linda! Oh my god, it's been so long.

Linda: Oh, I see you have a bun in the oven...

(long silence)

Linda: F--(bleep)

V.O.: For the kind of silence you do want, get the
Electrolux Ultrasilencer, the world's quietest
vacuum cleaner.

[SFX: Sex noises, heavy breathing man and woman]

(man's breathing stops)

Woman: N- Norman?

(long silence)

Woman: Norman? (gentle taps against skin)
Oh my God! OH MY GOD!

V.O.: For the kind of silence you do want, get the
Electrolux Ultrasilencer, the world's quietest
vacuum cleaner.

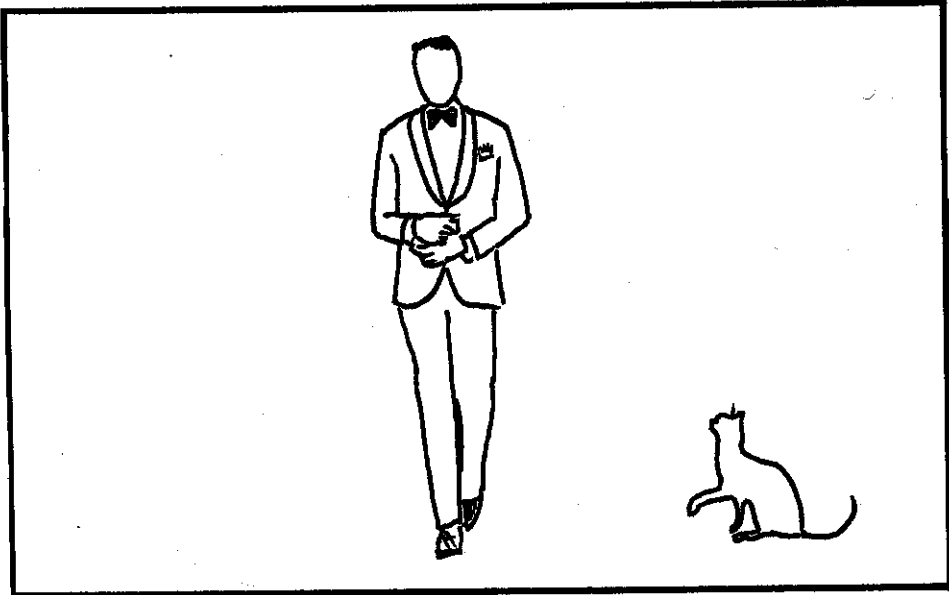


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CREATIVE BRIEF

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.

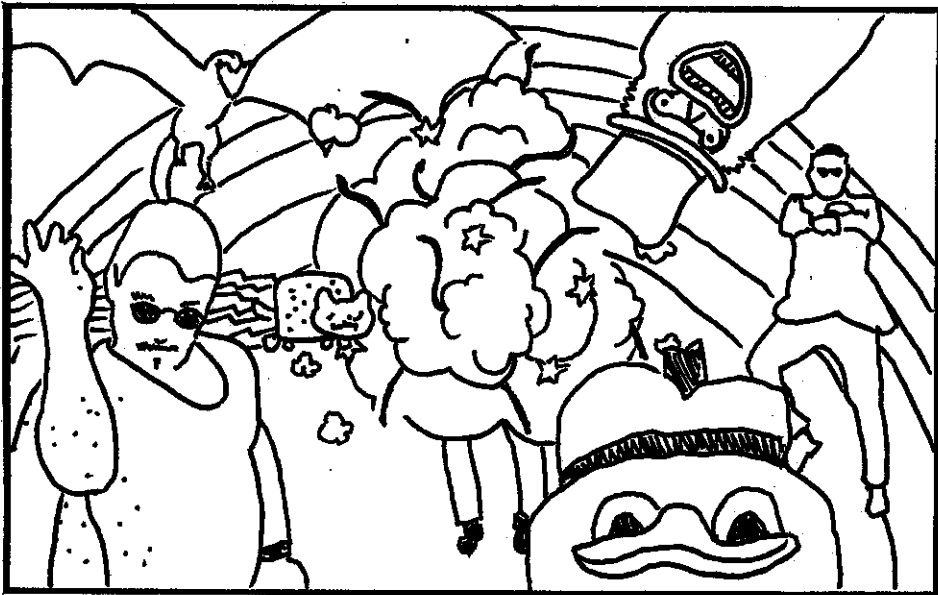


Man: Good evening and welcome to television.

A cat appears.

Man: Hello kitty.

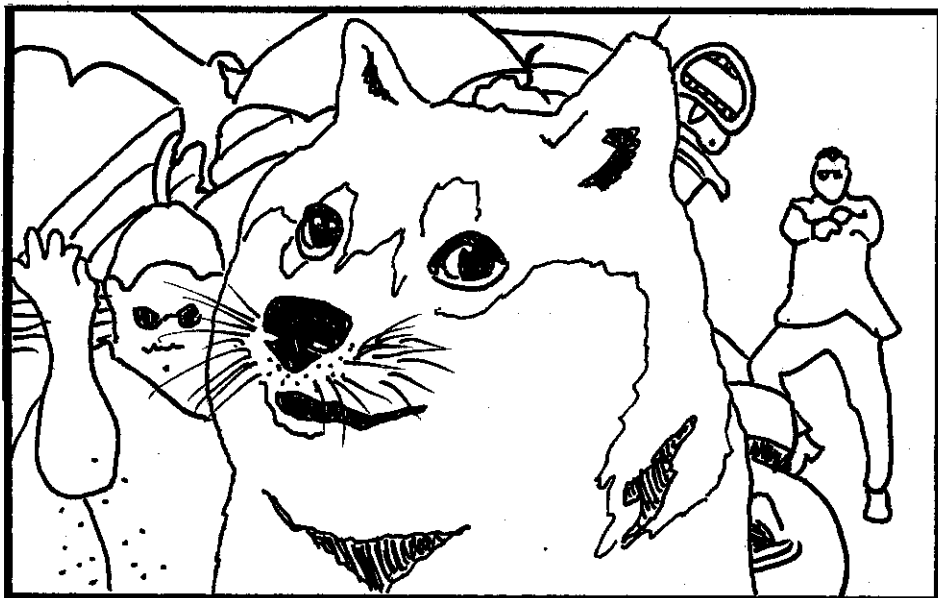
Man picks cat up.



Man is attacked by the cats of the internet.

SFX: Rick Astley's *Never Gonna Give You Up*

The whole internet enters the screen; Salt bae, Psy (Gangnam Style), Nyan Cat, the Babadook and others.



iinet

Unlimited data for the unlimited internet

V.O.: TV is dead, get unlimited iinet unlimited data for the unlimited internet.

Super: iinet
Unlimited data for the unlimited internet



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.).

Client/Product: GoGet.com.au car share

Audience: People who have cars but don't drive them very often.

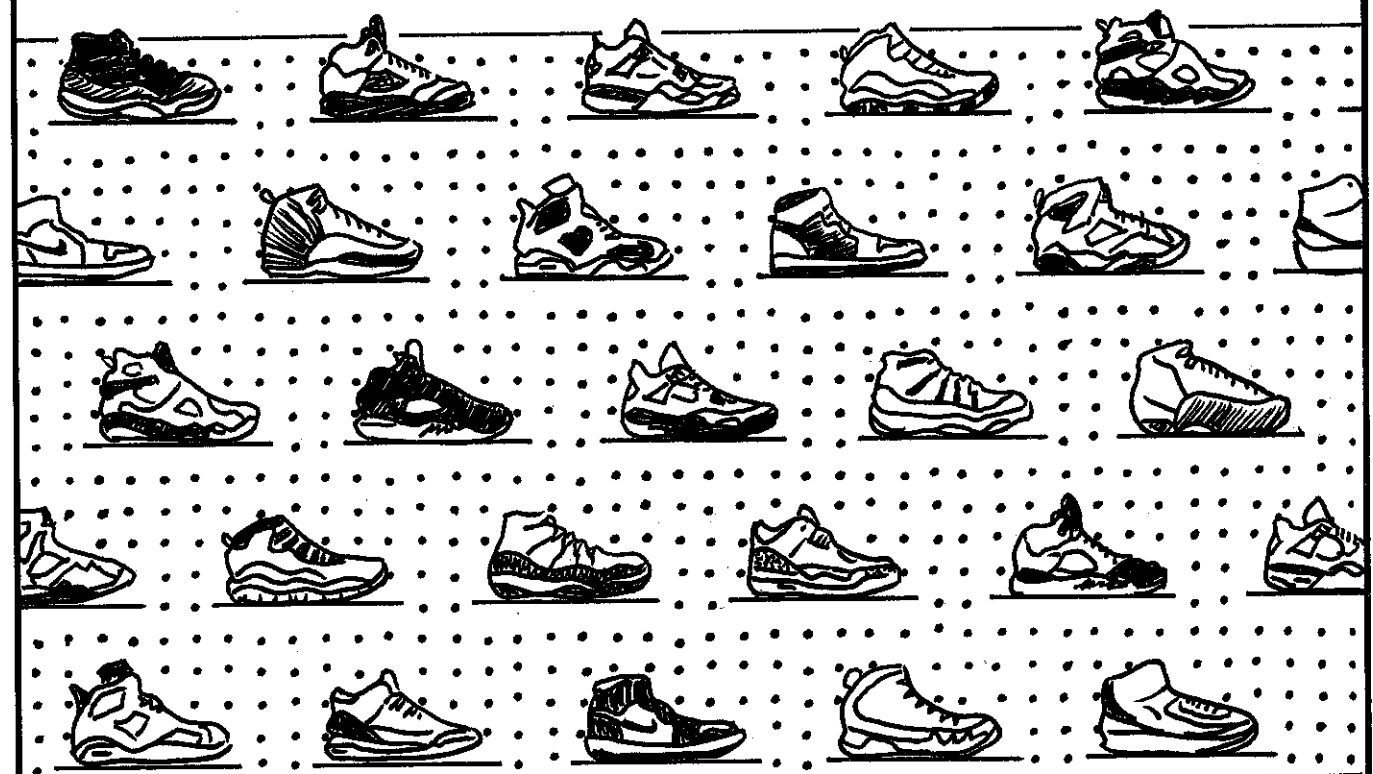
Insight/Proposition: If you sell your car, your empty garage is a new room in your home.

Idea: GoGet a Room is a TV or web series where we take families who are willing to sell their car and start using GoGet instead.

We take the money they make from the sale of their car and build amazing new rooms. For example, a garage could be transformed into a living room, a mancave, a yoga studio or even a café or a distillery.

Series is promoted by targeted traditional media (e.g. poster on the right for episode with a sneaker collector).

What would you do
with your garage if
you sold your car?



GoGet
a Room

7:00pm Wednesday



CREATIVE BRIEF

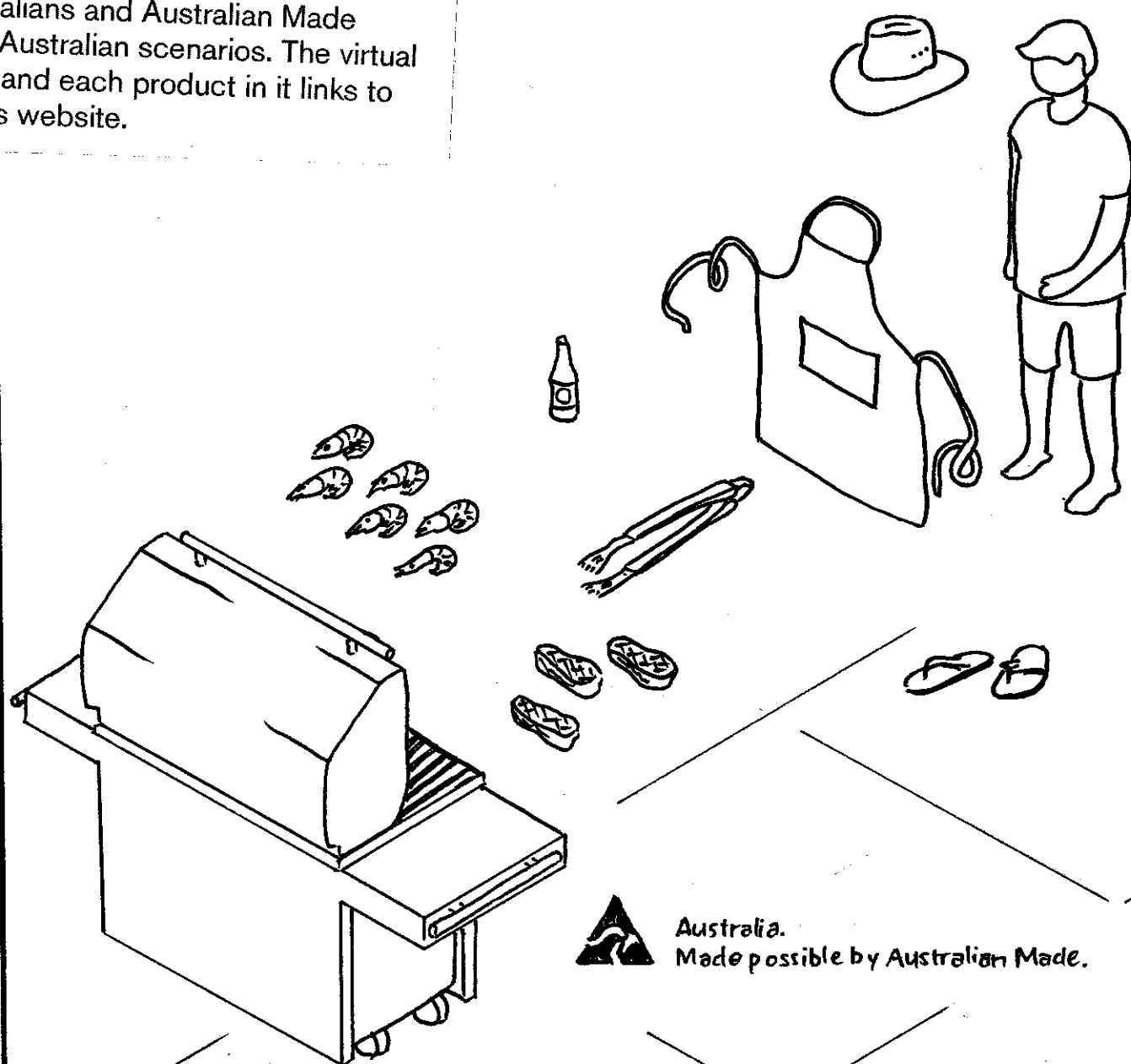
Brief Number: 7

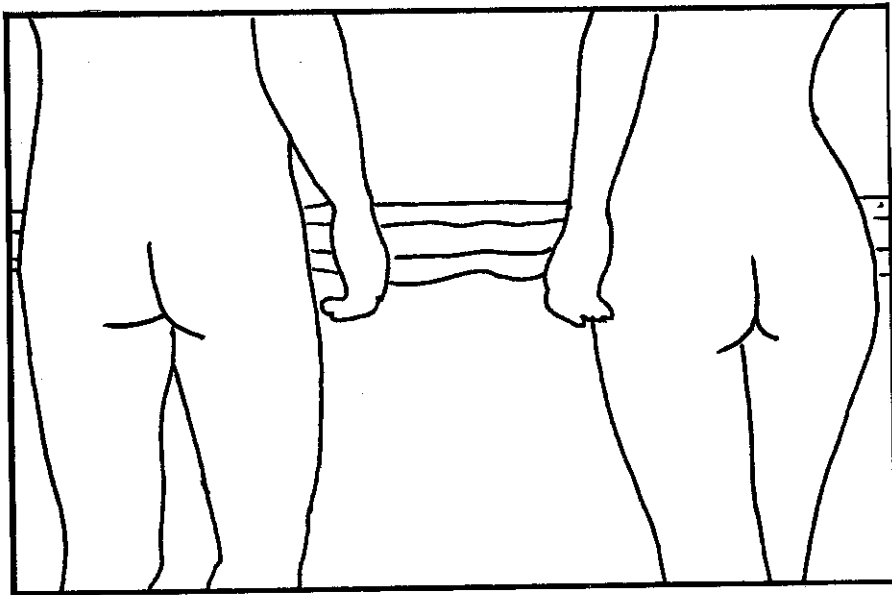
Topic:	Integrated
Client:	Australian Made
Product/Service:	Australian Made Products
Target Audience:	All Australians over 25 years.
Key insight:	The way we purchase has changed in recent years, and with online shopping becoming the norm more and more Australian Dollars are being spent on overseas products. 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:	<p>Integrated. Minimum of 3 different executions in different mediums. Eg. Tv + Print+Digital banner.</p> <p>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/</p>
Tone of voice:	Friendly, confident, proud.
Mandatories:	Australian Made logo.

Insight: Australian Made products and businesses are vital to the Australian way of life.

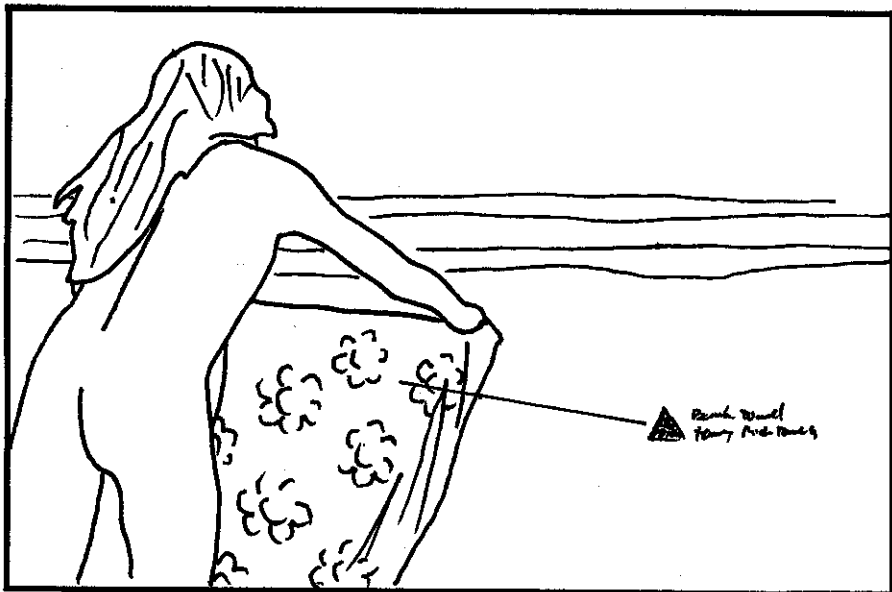
Idea: Australia. Made possible by Australian Made.

Website: Create a virtual three-dimensional world populated by Australians and Australian Made products in typical Australian scenarios. The virtual world is interactive and each product in it links to the product maker's website.





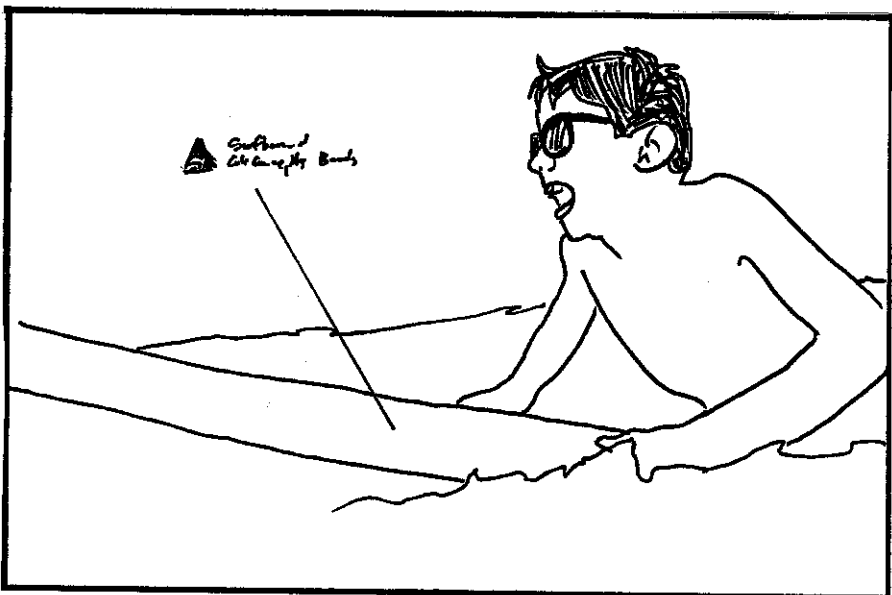
Two people (Let's call them Sheila and Bruce), naked, approach a beach. They aren't holding anything. They tell each other about their weekends.



Before they sit, Sheila lays out a big beach towel that appears out of thin air.

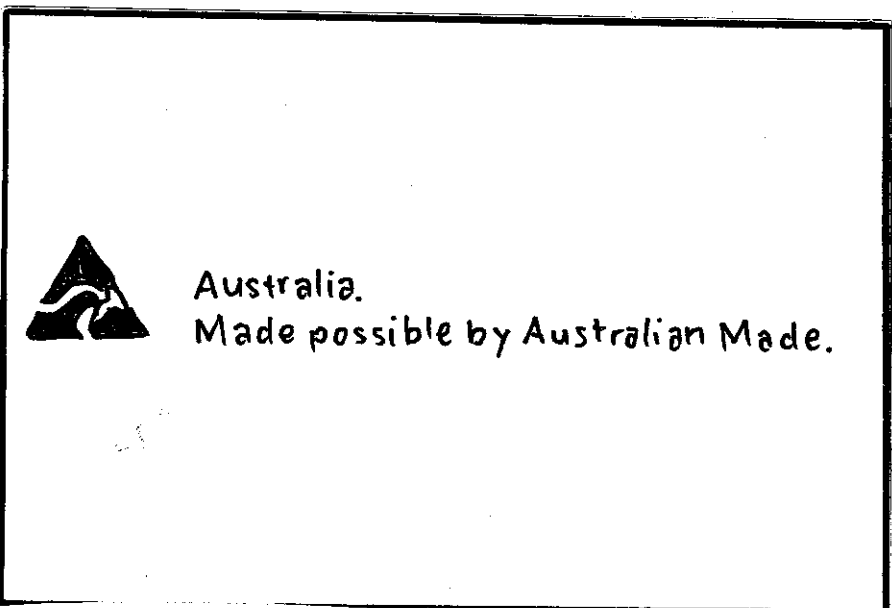
Bruce squeezes his hand and a tube of sunscreen appears, he spreads some on Sheila's back.

Each item's maker is indicated with a line and the company name.



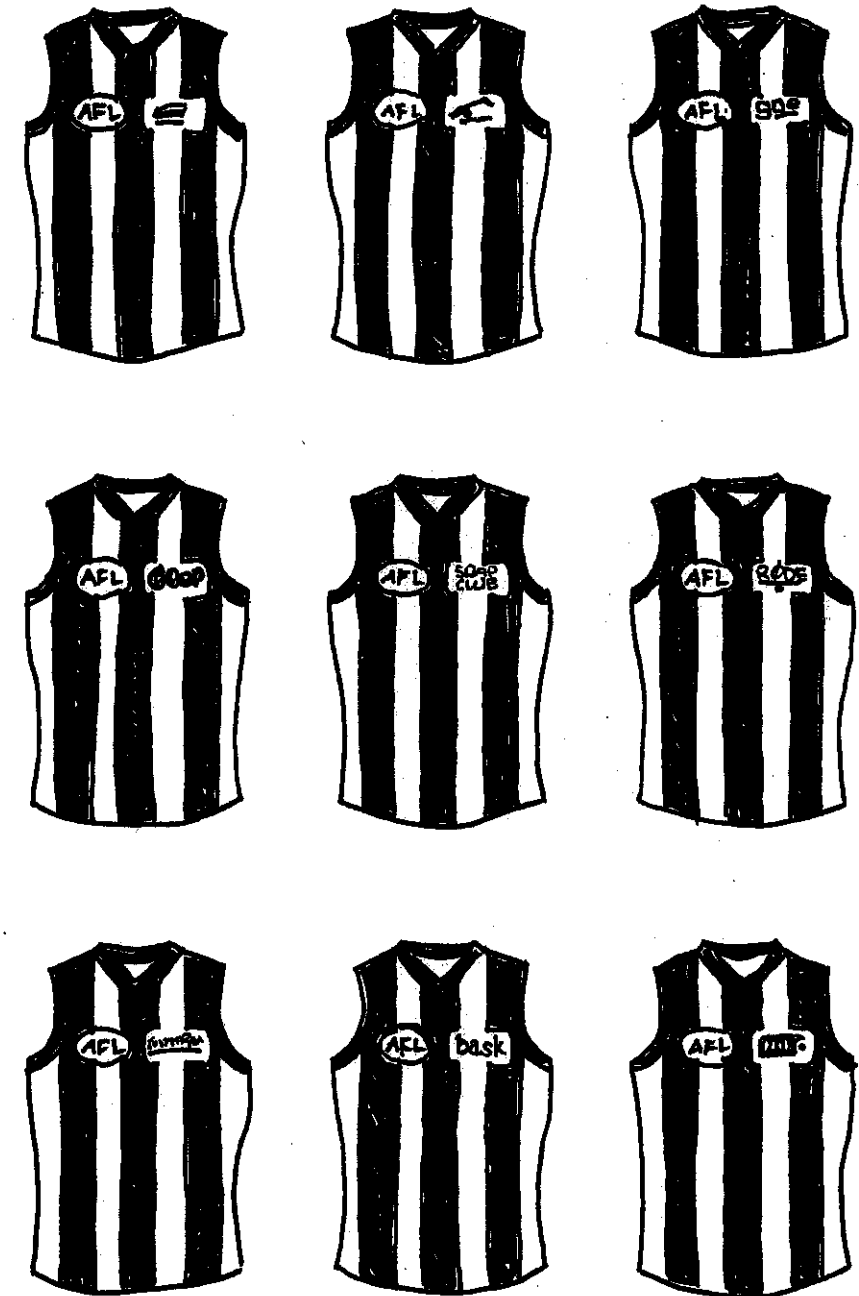
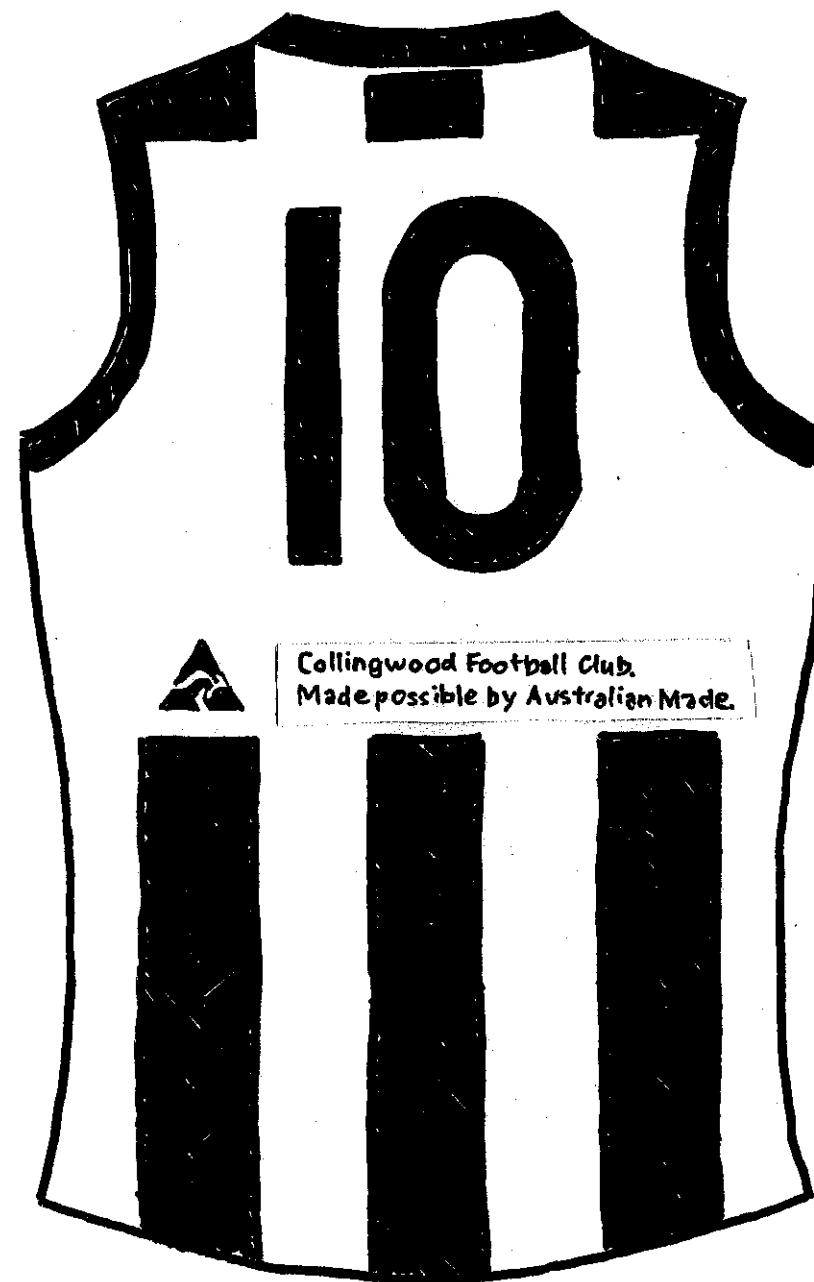
Other beach going items appear as the pair interact with them.

Bruce runs to the water and as he jumps over the first wave a surfboard appears beneath him.



Super: Australia. Made possible by Australian Made.

Australia Made will be the jersey sponsor of the Collingwood Football Club (Australia's most popular football club). But instead of the Australia Made logo, each player's jersey will feature different logos of companies that make Australia Made products.





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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

Haggle!



Insight: Haggling isn't just common in many destinations in South East Asia, it's expected. Most Australians are new to haggling, feel nervous doing so and often get ripped off.

Idea: For a limited time, when purchasing anything from Scoot online, you can click a "Haggle!" button to haggle down the cost.

Haggle down the price of your food, extra baggage and even your flights.

The haggle interface pits you against a "Haggle-bot" who'll also give you tips on haggling (e.g. fake a walk-away and feign disinterest, don't haggle in taxis).



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CREATIVE BRIEF

Brief Number: 9

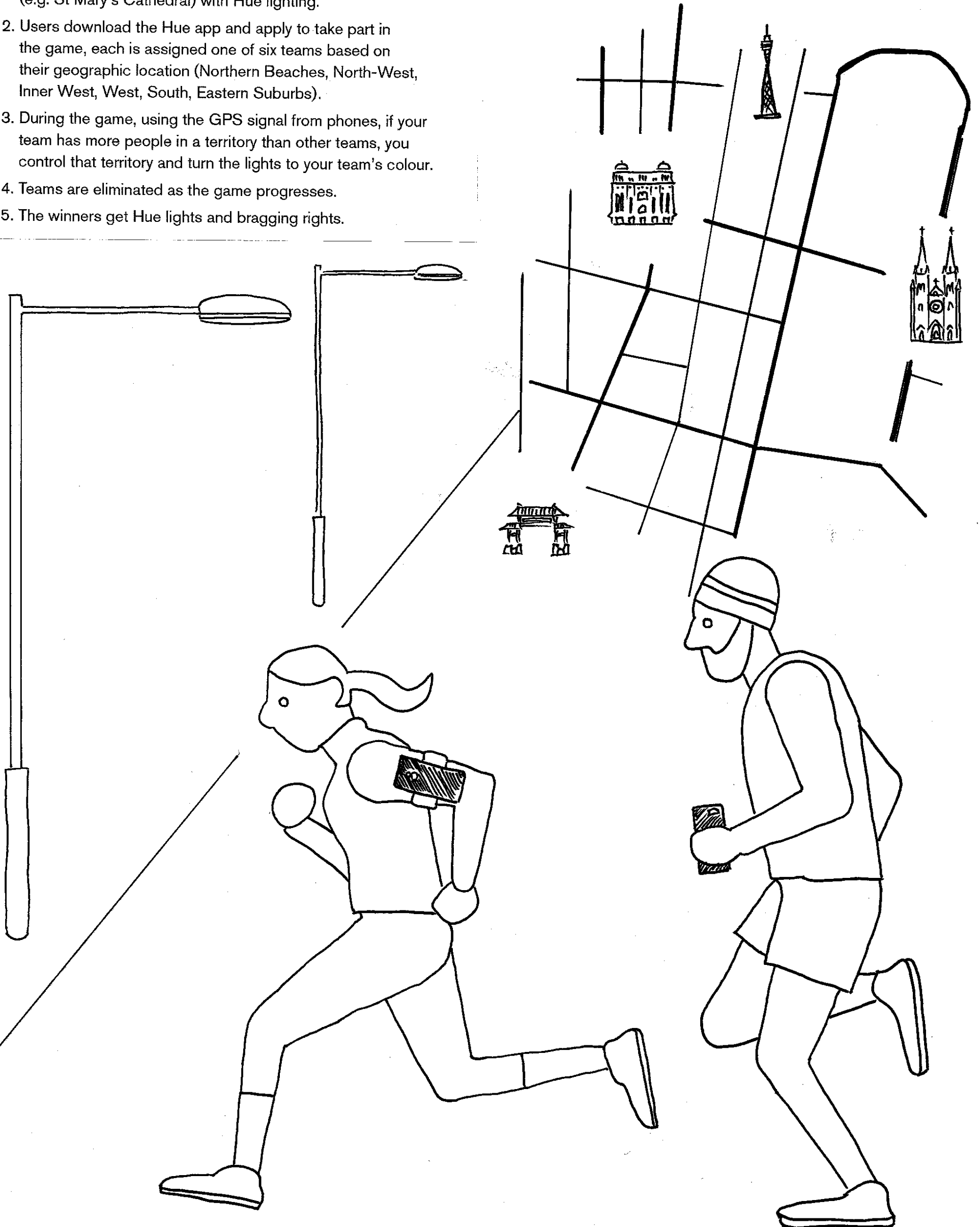
Topic:	Experiential/PR
Client:	Philips
Product:	Hue lighting.
Target Audience:	Home owners with an appreciation for design and technology
Key insight:	The Philips Hue lighting system gives you almost unlimited control of your home lighting using LED technology and a smart phone.
Single-minded proposition:	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.

CONTROL THE CITY

Insight: Phillips Hue allows you to control the colour of your lights.

Idea: Battle for territories on a city-wide scale (like the board game Risk).

1. Replace street lights and lights illuminating landmarks (e.g. St Mary's Cathedral) with Hue lighting.
2. Users download the Hue app and apply to take part in the game, each is assigned one of six teams based on their geographic location (Northern Beaches, North-West, Inner West, West, South, Eastern Suburbs).
3. During the game, using the GPS signal from phones, if your team has more people in a territory than other teams, you control that territory and turn the lights to your team's colour.
4. Teams are eliminated as the game progresses.
5. The winners get Hue lights and bragging rights.





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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: People value marriage and hesitate to support a change to it to include same-sex couples. What they don't know is that marriage has a long history of changing to reflect society's values. A refusal to change with the times indicates a betrayal of the nature of marriage as an institution and puts at risk its relevance in the future.

Idea: Celebrate and acknowledge the ever-changing definition of marriage with **The Museum of Marriage**.

The museum is a physical and digital space that explores the history of marriage in the West and the diversity of marriage rituals across different cultures.

A space in the museum(s) will be left empty in anticipation of the next chapter when Australia and other countries reach marriage equality.

