



## 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.

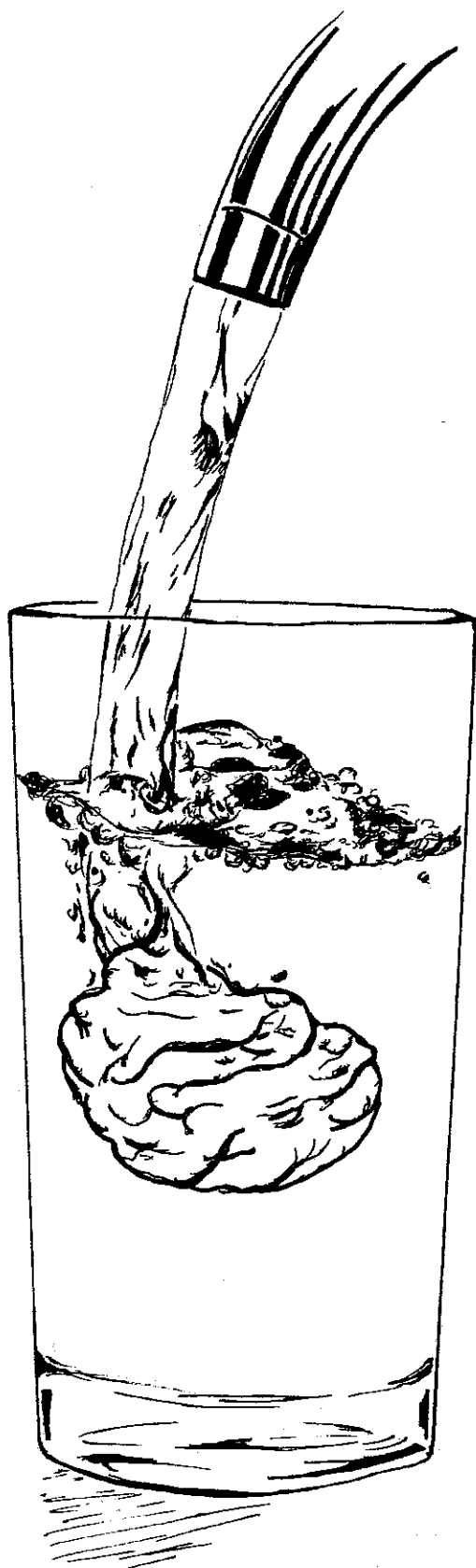
**Single-minded proposition:** Tap water is the best thing you can drink.

**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

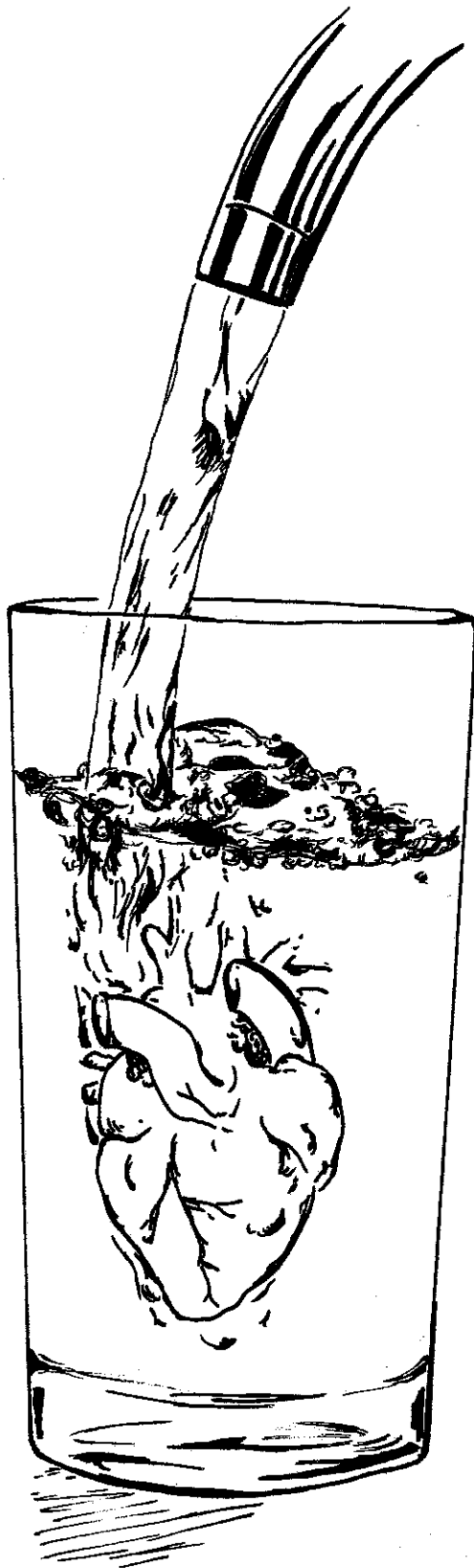
**Mandatories:** None



Hydrate your IQ.  
Drink more water.



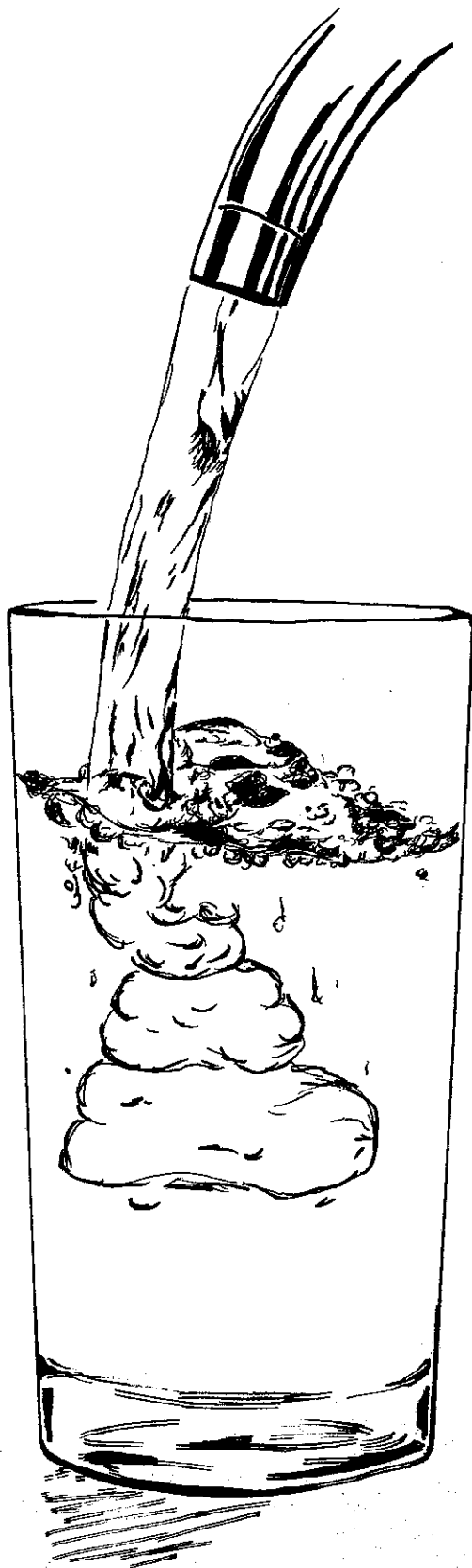
\*Bubbles create an image of a brain.



Boost your blood flow.  
Drink more water.



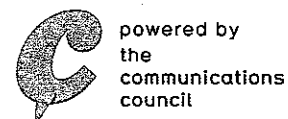
\*Bubbles create an image of a heart.



Sooth your struggle.  
Drink more water.



\*Bubbles create an image of a bowel movement.

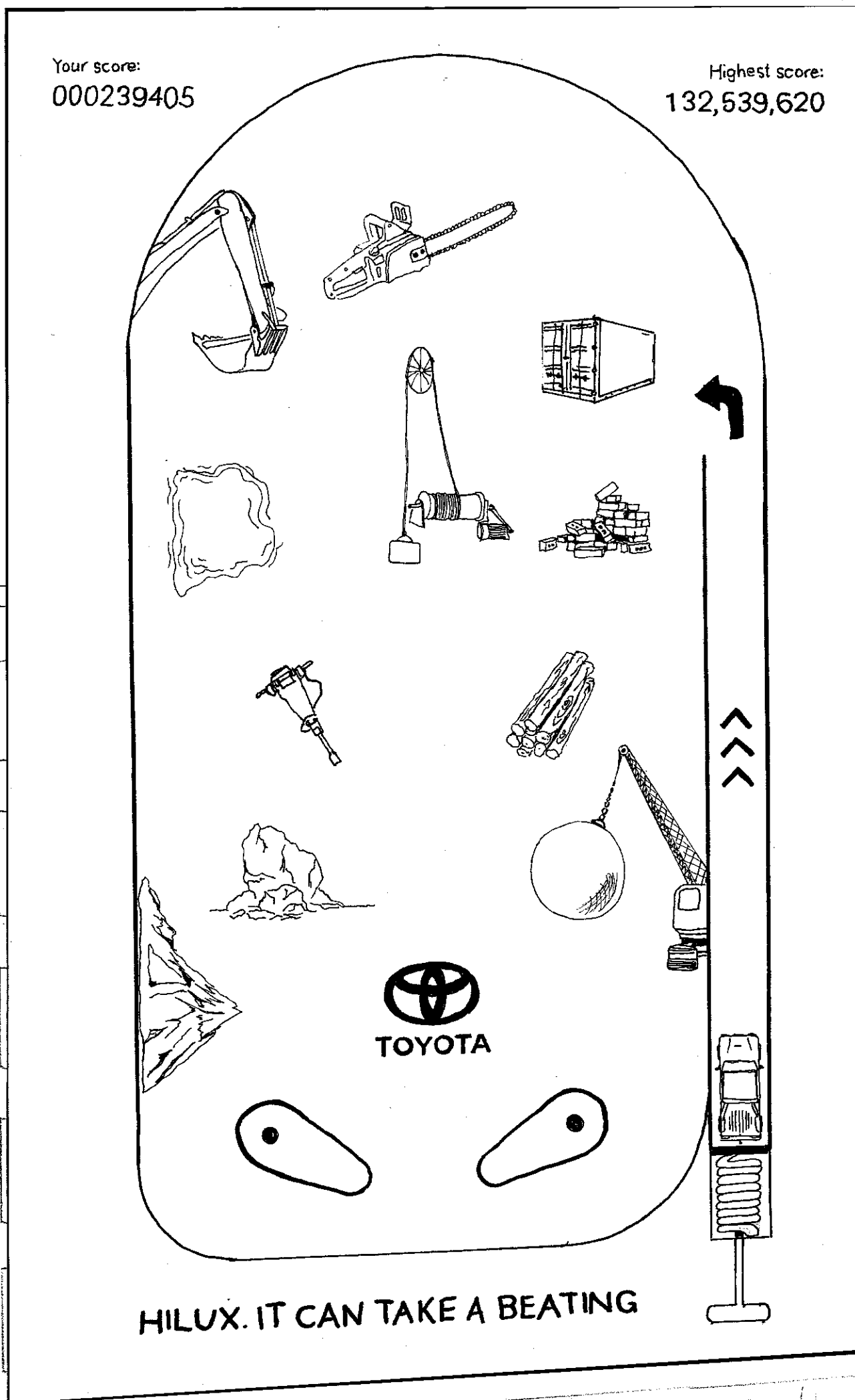


## CREATIVE BRIEF

**Brief Number: 2**

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<b>Topic:</b>	<b>Outdoor</b>
<b>Client:</b>	Toyota
<b>Product:</b>	HiLux Ute
<b>Target Audience:</b>	Tradies. Predominantly male, aged between 20-50
<b>Key insight:</b>	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.
<b>Single-minded proposition:</b>	The toughest ute out there.
<b>Support:</b>	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.
<b>Media:</b>	Outdoor. Consider traditional billboards, metro lights, ambient or innovative outdoor stunts.
<b>Tone of voice:</b>	Bold. Blokey. Straight up.
<b>Mandatories:</b>	Toyota Logo



### HiLux Pinball:

Played interactively from a kiosk across the road. The HiLux is the ball.



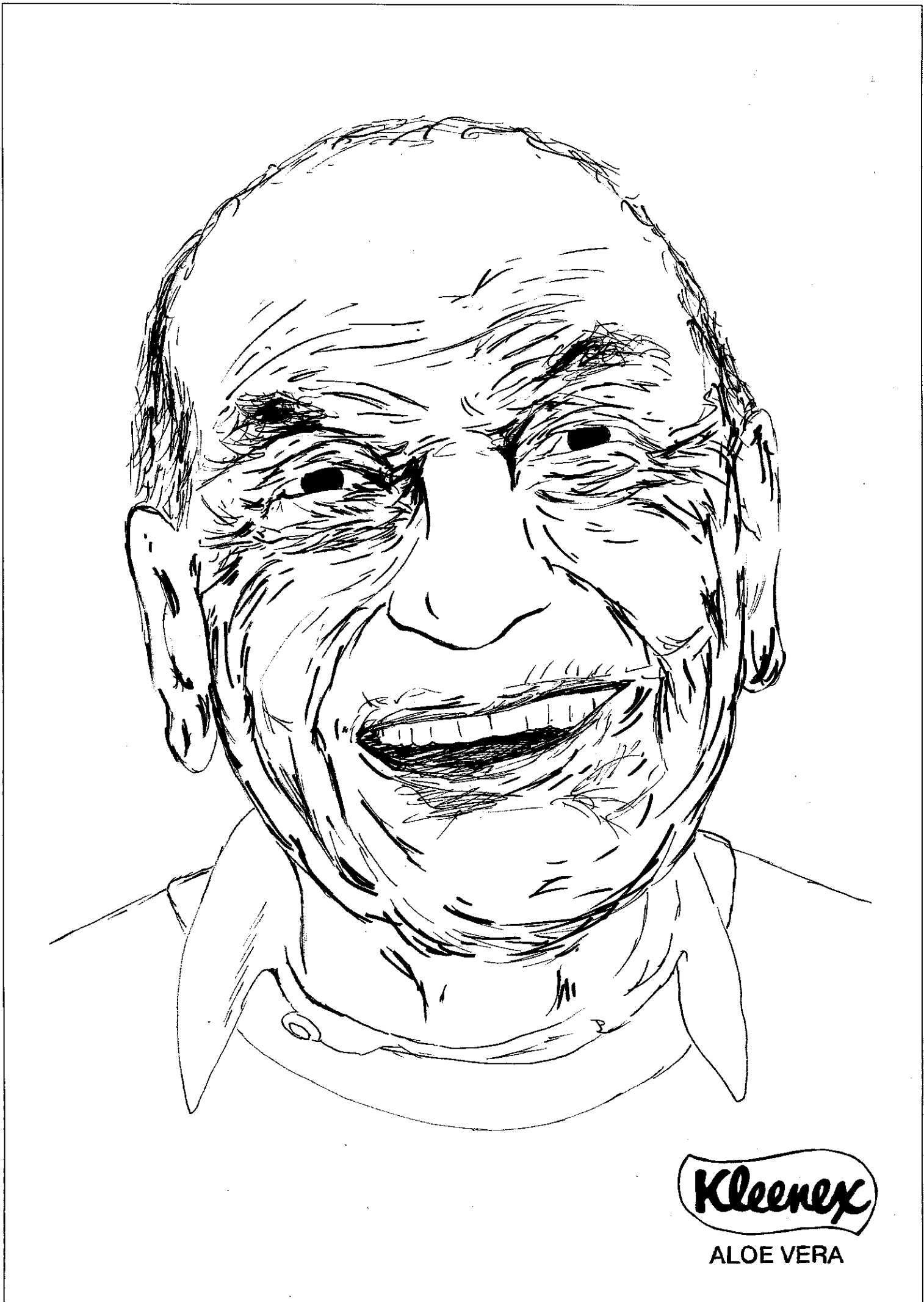
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## CREATIVE BRIEF

**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.

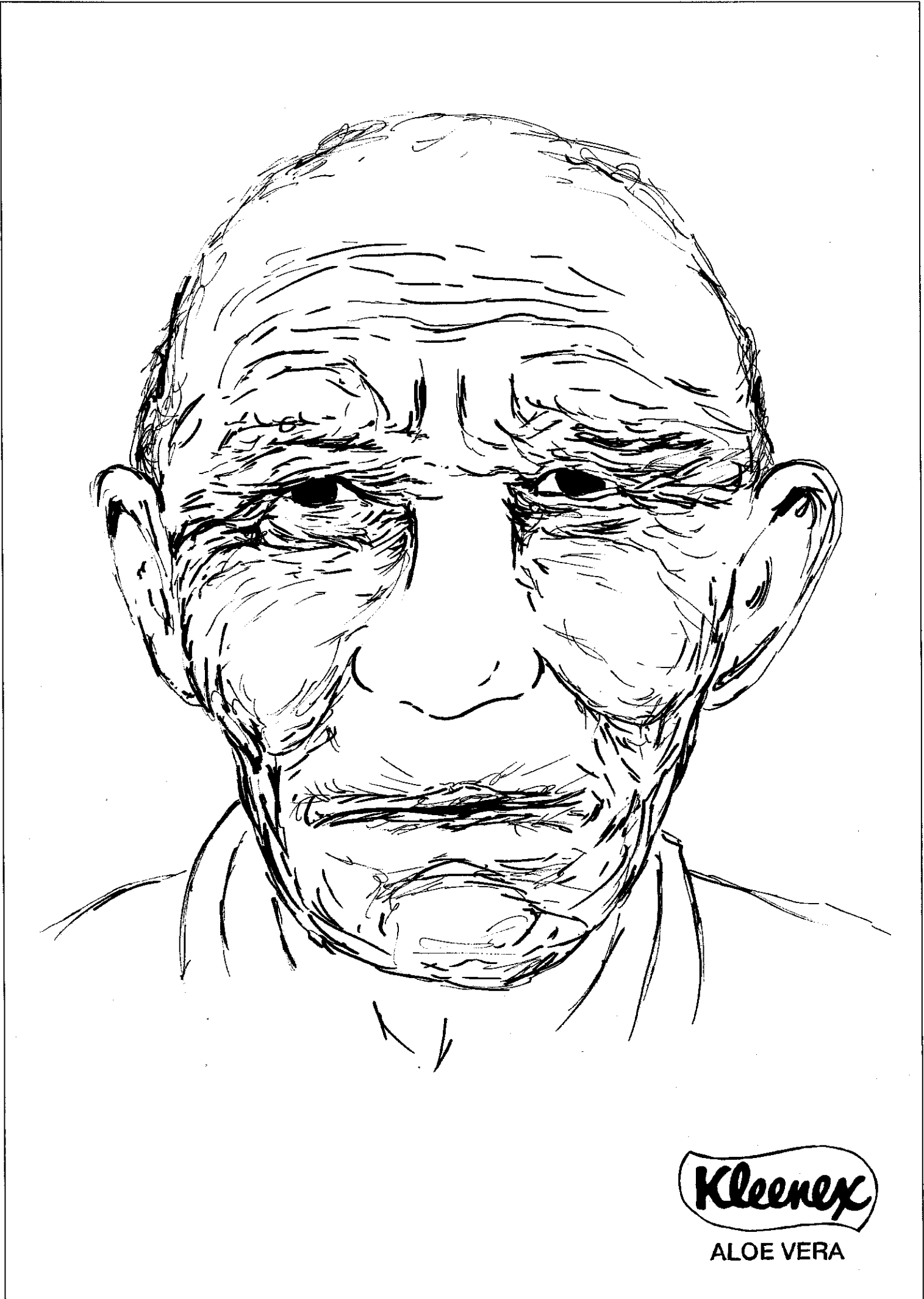


\*Nose of a 5 year old.





\*Nose of a 5 year old.



\*Nose of a 5 year old.



## 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



**The silent assassin. (Dog)**

**Insight:** A vacuum so quiet that you can't hear it coming, this becomes a danger for your pets.

---

**SCENE:** Faint sounds of quiet vacuum moving around on carpet.

**SFX:** *(Sound of ripping hair, dog yelping and patter of paws disappearing into the distance and clanging of dog door.)*

**MAN:** Oh Sh\*\*\*\*\*

...

**VO:** Electrolux UltraSilencer Vacuum – So silent they won't hear it coming.



**The silent assassin. (Parrot)**

**Insight:** A vacuum so quiet that you can't hear it coming, this becomes a danger for your pets.

---

**SCENE:** Faint sounds of quiet vacuum moving around on carpet.

**SFX:** *(Sounds of feathers fluttering and a loud bird squark, then a shwummp of something disappearing up a vacuum nozzle.)*

**WOMAN:** (Horried) Oh my god.....

...

**VO:** Electrolux UltraSilencer Vacuum – So silent they won't hear it coming.



**The silent assassin. (Cat)**

**Insight:** A vacuum so quiet that you can't hear it coming, this becomes a danger for your pets.

---

**SCENE:** Faint sounds of quiet vacuum moving around on carpet.

**SFX:** *(Sound of vacuum changes tone, followed by cat's painful yowling and scraping of claws on carpet.)*

**MAN:** Holy cr\*\*!

...

**VO:** Electrolux UltraSilencer Vacuum – So silent they won't hear it coming.



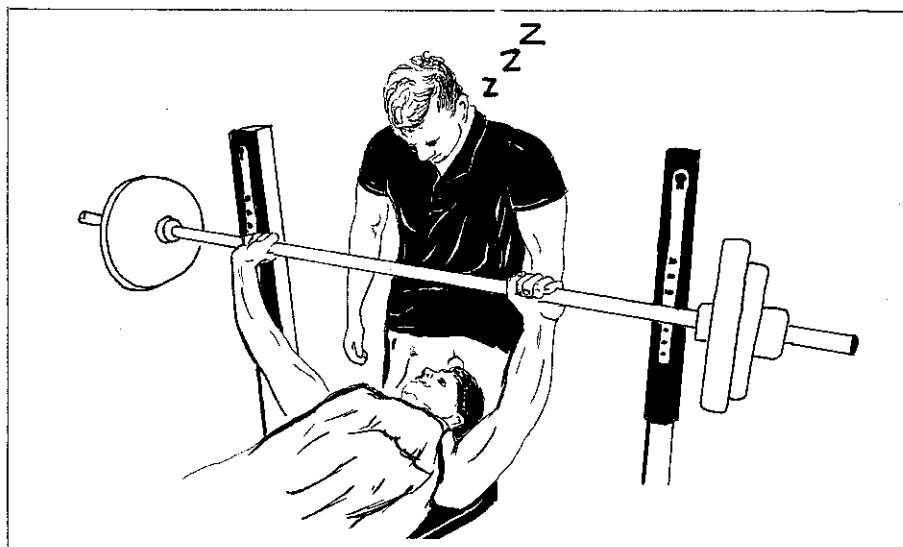
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## CREATIVE BRIEF

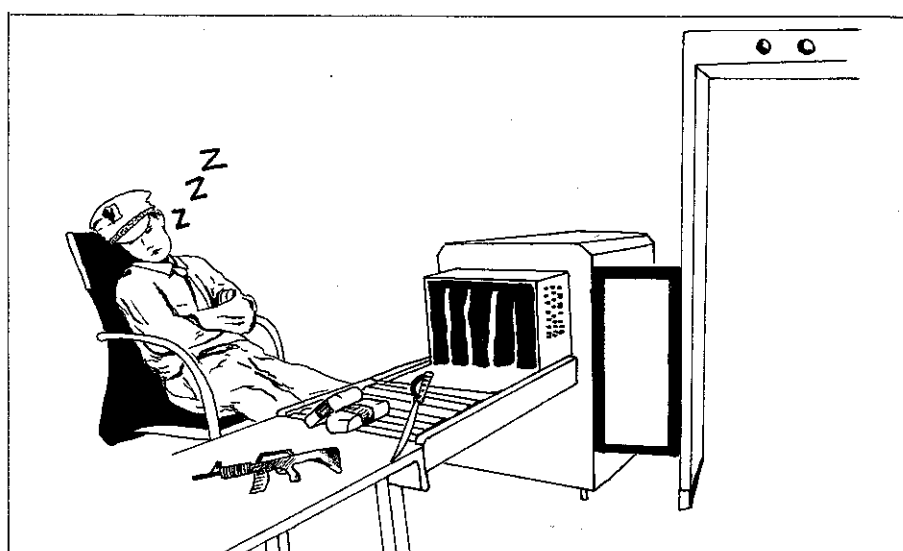
Brief Number: 5

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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.



Scene: Man at the gym asleep.



Scene: Same man asleep at work in airport security.



Scene: Same man awake at night streaming movies and using the computer.

# iinet

The only limit is you.





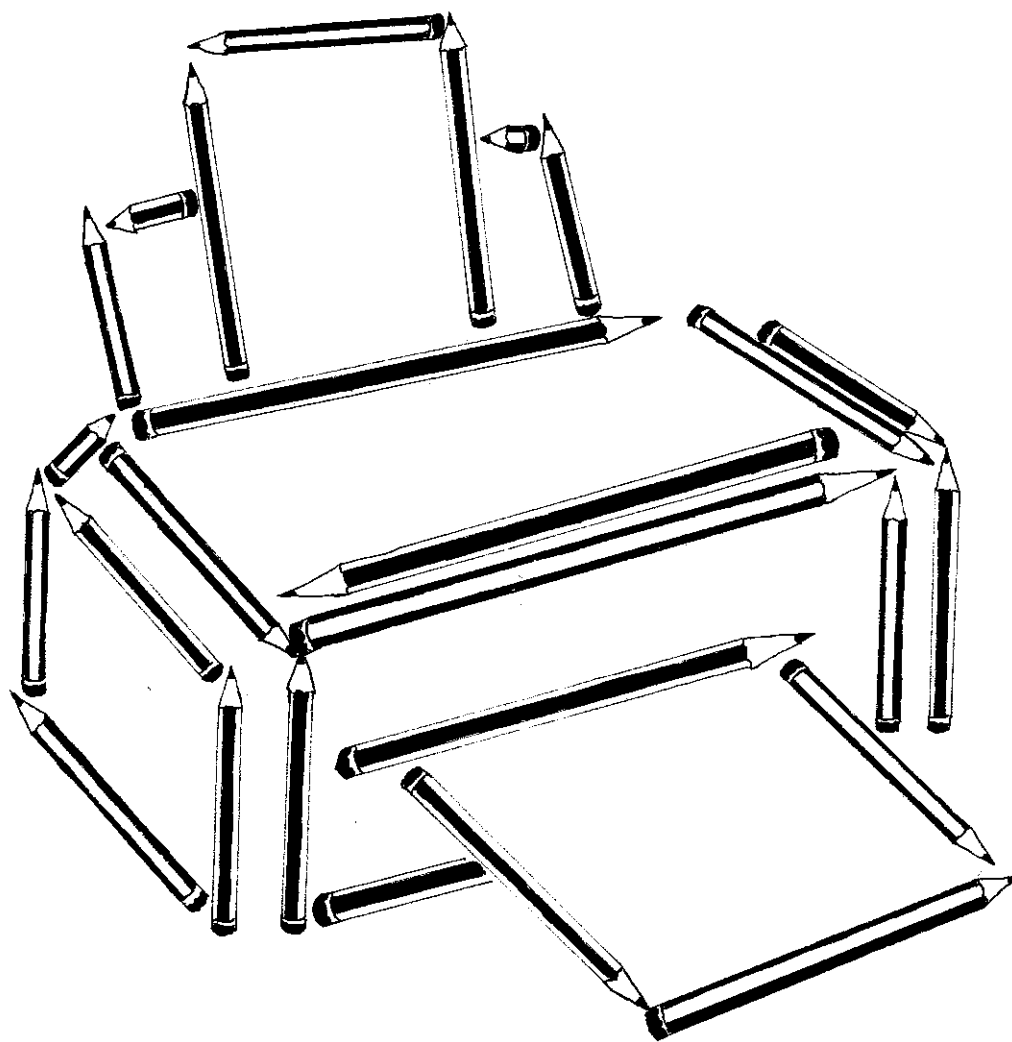
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## CREATIVE BRIEF

### Brief 6: Strategy – Create your own.

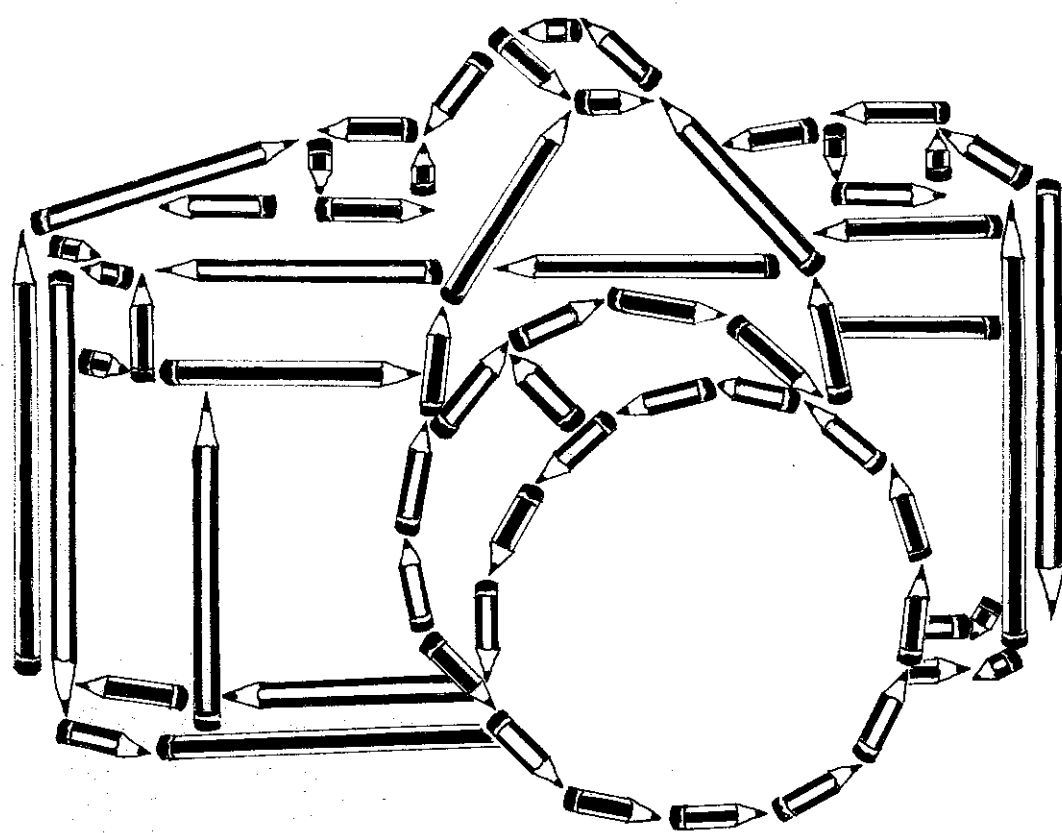
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<b>Client:</b>	Staedtler
<b>Product:</b>	Staedtler Pencils
<b>Target Audience:</b>	Creative professionals who feel they are above using a pencil.
<b>Key insight:</b>	Creative professionals feel like using a pencil is juvenile and they can do the same thing digitally.
<b>Single-minded proposition:</b>	The original tool to create.
<b>Support:</b>	All priceless masterpieces and inventions were originally created with a pencil. Staedtler is the choice for artists, they are long lasting and strong. There is wide range of up to 12 degrees, perfect for the artist, and the professional creative.
<b>Media:</b>	Print
<b>Tone of voice:</b>	Charming and informative.
<b>Mandatories:</b>	Product logo.



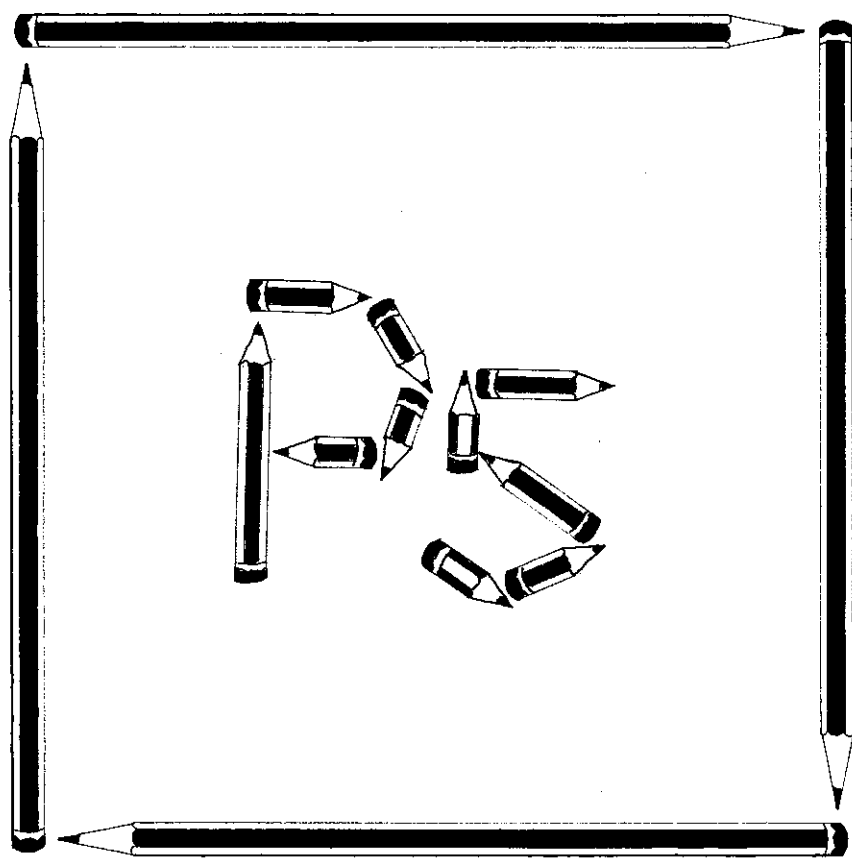
THE ORIGINAL PRINTER

 **STAEDTLER®**



THE ORIGINAL CAMERA

 **STAEDTLER®**



THE ORIGINAL PHOTOSHOP

 **STAEDTLER®**



## 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.

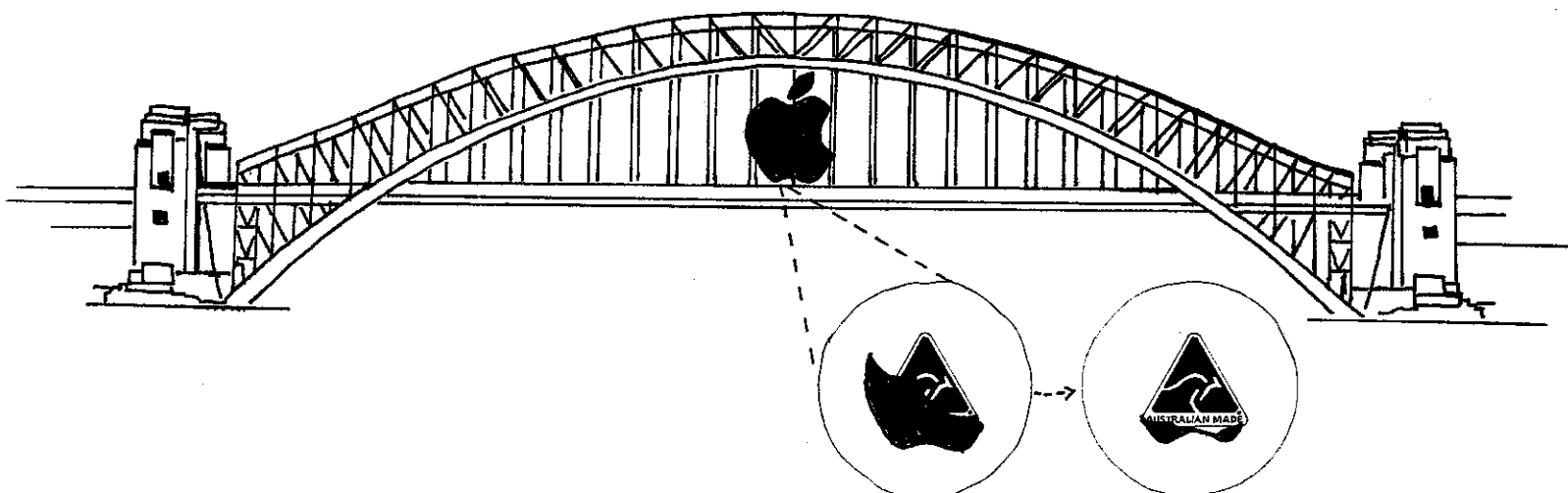
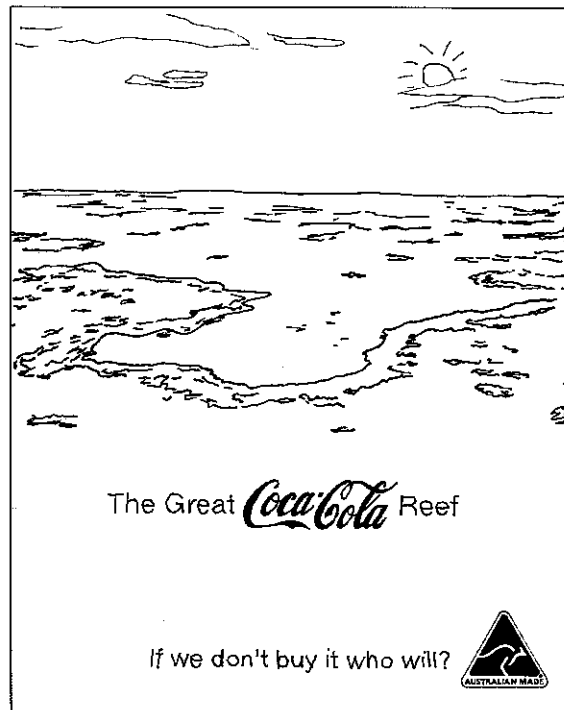
Successful Integrated campaigns take a single core idea and express it a different creative way for each medium. It's important that the campaign feels like a family and all 3 executions communicate the same message. Consider exploring how one medium links to the next. For examples of successful integrated campaigns explore here <http://www.canneslionsarchive.com/winners/entries/cannes-lions/titanium-and-integrated/>

**Tone of voice:** Friendly, confident, proud.

**Mandatories:** Australian Made logo.



Australia's iconic products are rapidly selling to overseas companies,  
if we don't buy and support Australian, what will sell next?



As the people share and support Australian made  
the logo will transform into the Australian Made® logo.



10,000 #SupportAussieMade



20,000 #SupportAussieMade

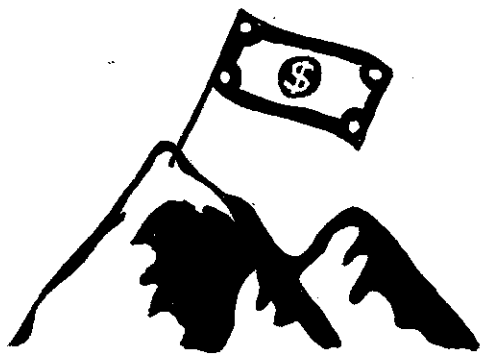


## CREATIVE BRIEF

**Brief Number: 8**

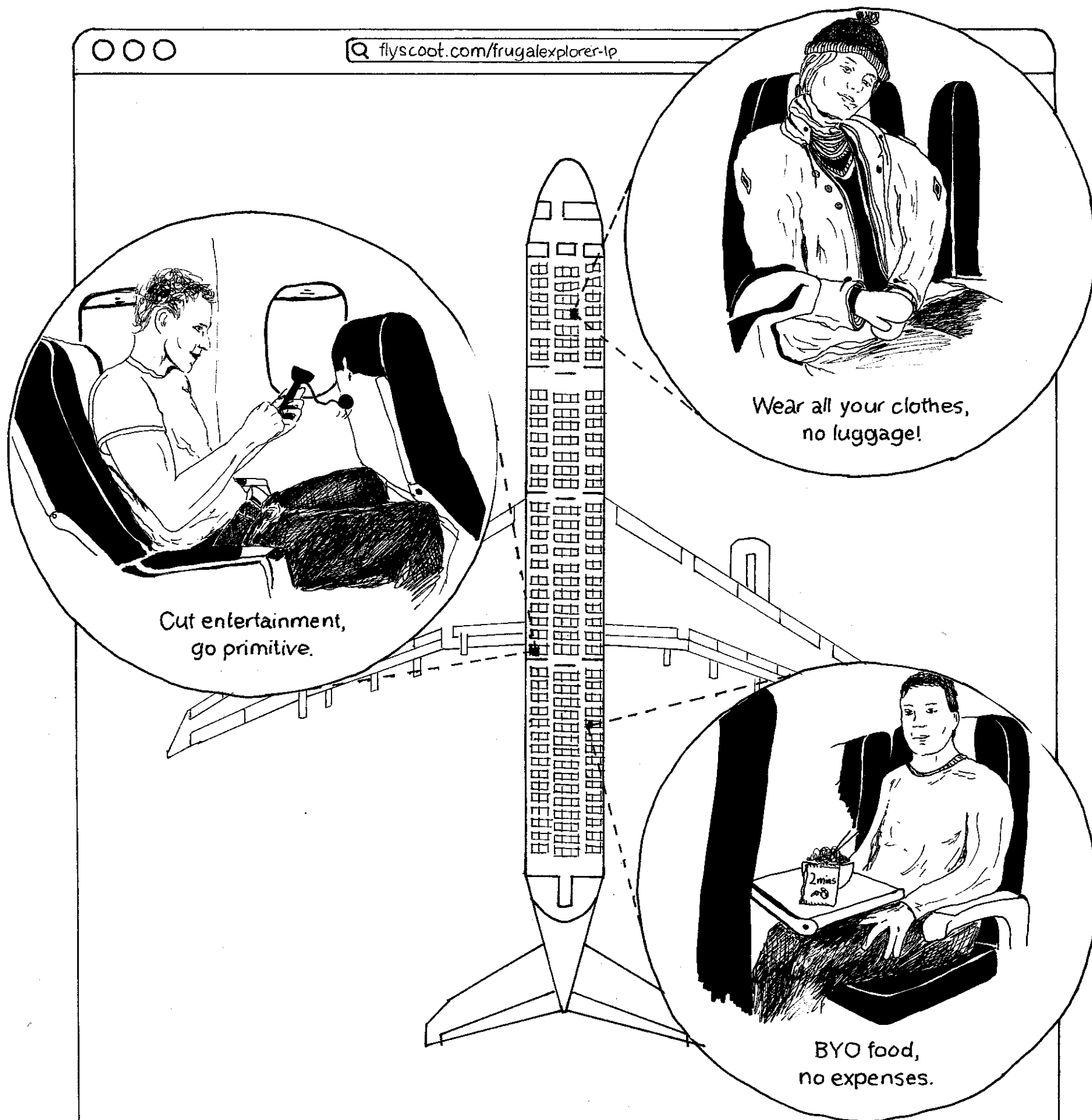
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<b>Topic:</b>	Digital
<b>Client:</b>	Scoot Airlines
<b>Product:</b>	Low cost flights
<b>Target Audience:</b>	We're talking to young travel-hungry people (students and backpackers) under the age of thirty 30. Their wanderlust levels are off the scale 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.
<b>Key insight:</b>	This audience is willing to sacrifice comfort and any small luxuries just to be able to afford a trip.
<b>Single-minded proposition:</b>	See the world on your budget
<b>Support:</b>	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.
<b>Media:</b>	Anything digital and social, but please avoid developing stand-alone new technologies (eg wearable tech)
<b>Tone of voice:</b>	Wild / fun / adventurous.
<b>Mandatories:</b>	Scoot Logo



## THE FRUGAL EXPLORER

Explore the plane to see how you can become a Scoot Frugal Explorer.



Ready to be a frugal explorer?

BOOK NOW >

**scoot**





## CREATIVE BRIEF

Brief Number: 9

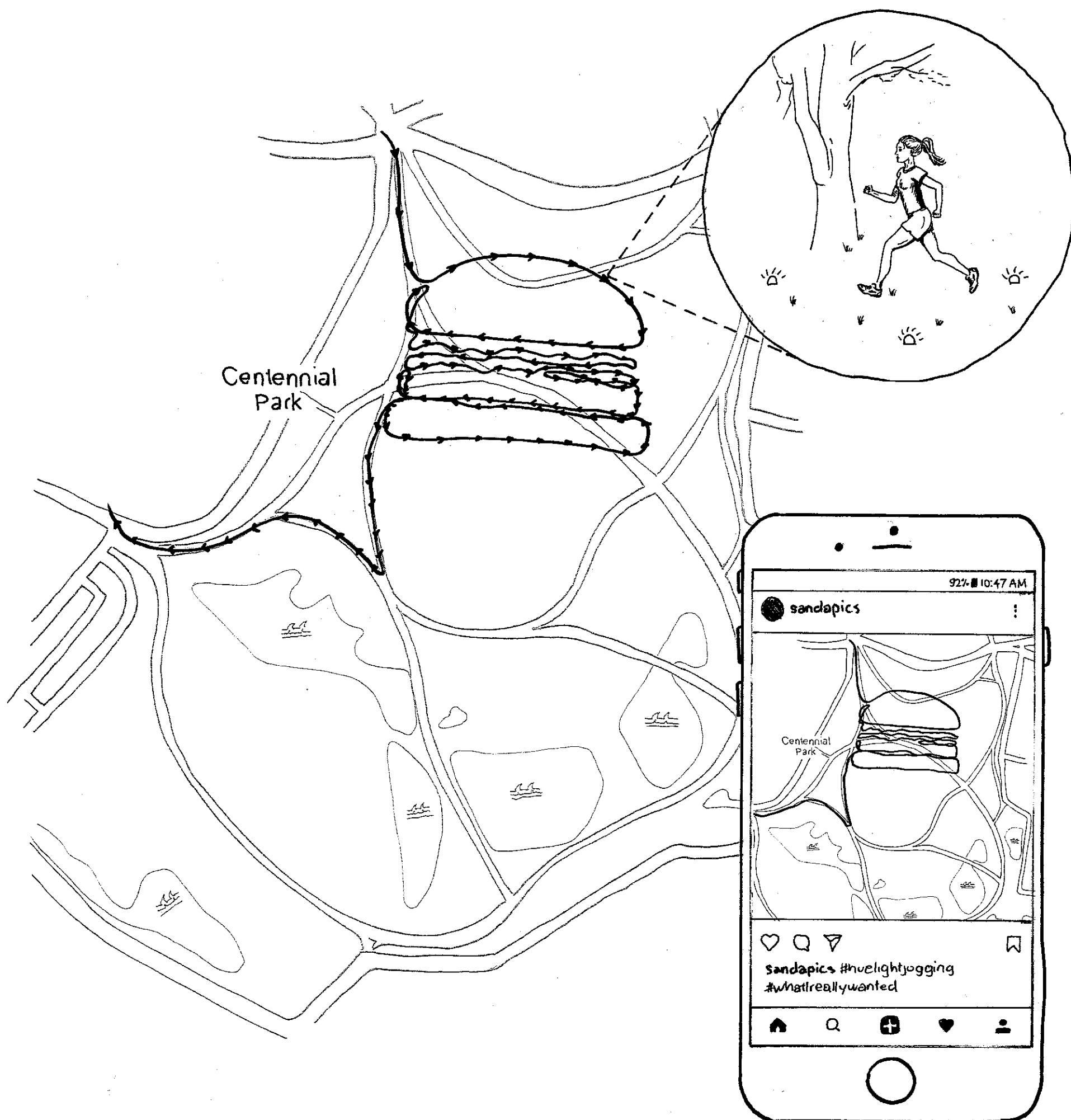
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Topic:	Experiential/PR
Client:	Philips
Product:	Hue lighting.
Target Audience:	Home owners with an appreciation for design and technology
Key insight:	The Philips Hue lighting system gives you almost unlimited control of your home lighting using LED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



A lot of nine-to-fivers want to jog when they finish work. However, they find that many locations are not lit up and therefore feel unsafe at night time.

1. Hue lighting is installed throughout Centennial Park.
2. The jogger uses the app to draw any path (or picture) they want to run.
3. This creates an individual light path for the jogger to follow which is powered by GPS, lighting up their path as they run (2-3 metres in front and behind).
4. The lights sync with the music they play and also set a pace.
5. A time-lapse aerial shot is taken allowing users to share their experience 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.

# Odds FOR EQUALITY

**More weddings means more money for Aussie businesses.**

Let's highlight how equality can be good for Australia by creating a product that not only shows the joy in unconventional pairings – but also uses Australian resources to do so. After all, more weddings means more money spent on Australian clothing, produce and alcohol, as well as more jobs in hospitality (to the value of \$52m annually).



To encourage equality lets make a change and not wear something equal until we can all be paired.

## **Socks.**

1. Odds are championed by MJ Bale (who use Australian wool).
2. Other companies can support the cause by creating their own designs.
3. Public can share their support by purchasing and using [#oddsforequality](#).