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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. Healthy. Unlimited. Free.



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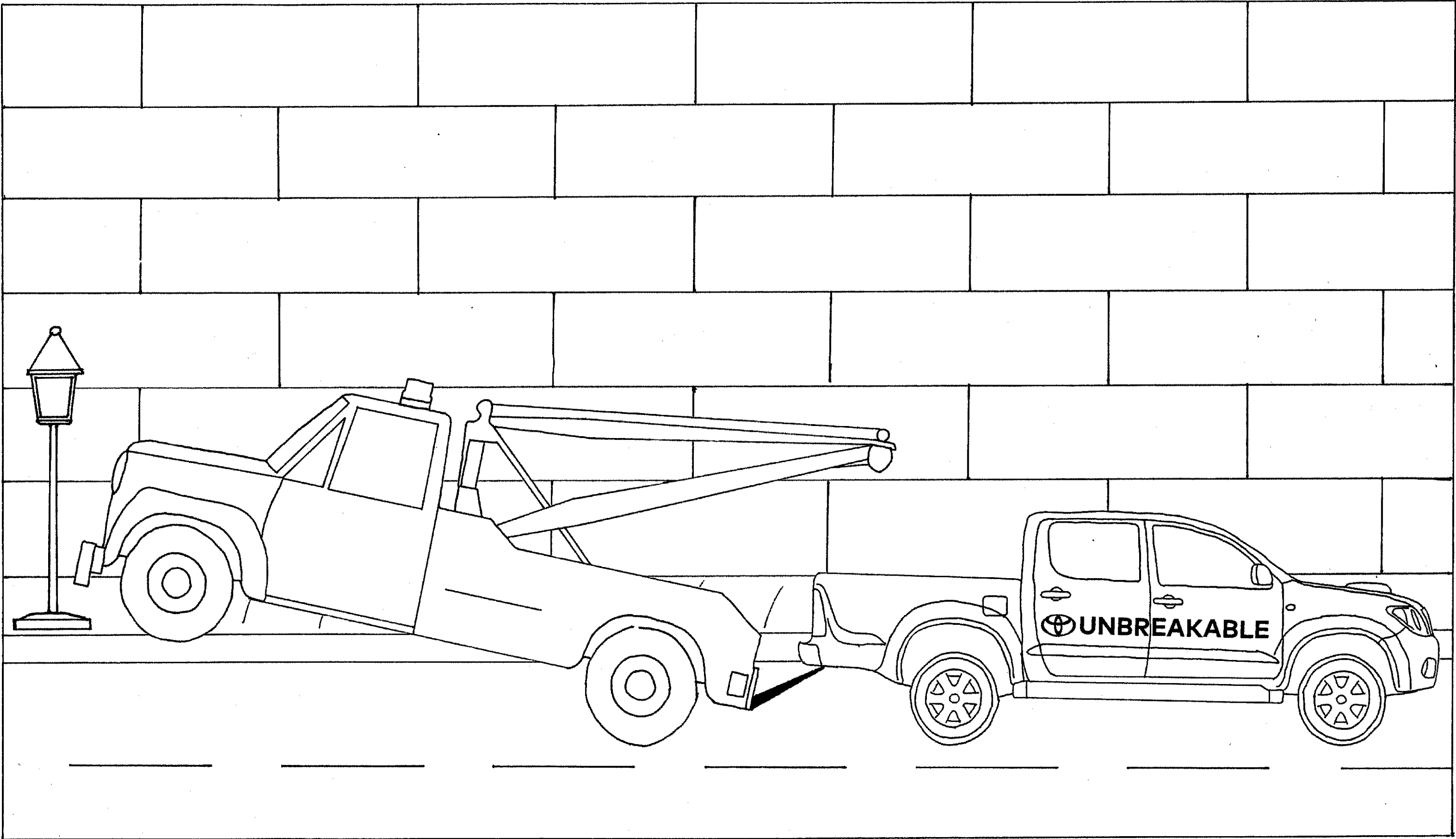
CREATIVE BRIEF

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

NON-TRADITIONAL OUTDOOR

A Toyota HiLux which drives around the city towing a broken down tow truck.





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CREATIVE BRIEF

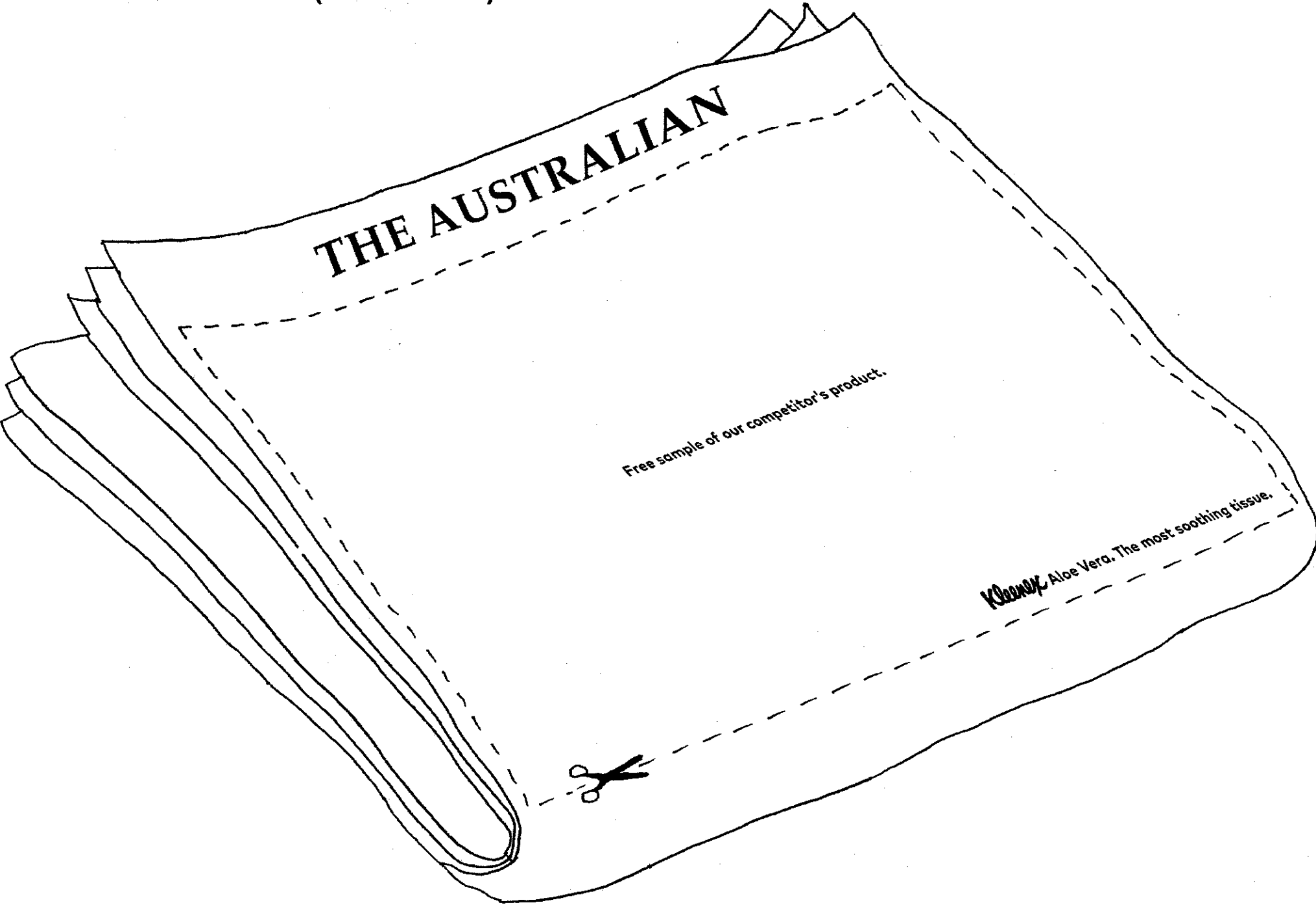
Brief Number: 3

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.

EXECUTION ONE



EXECUTION ONE - IN SITU (NEWSPAPER)



EXECUTION TWO

Heading out to buy another brand of tissue?
Here, we've saved you the trouble.

Kleenex Aloe Vera. The most soothing tissue.

EXECUTION TWO - IN SITU (TELEPHONE DIRECTORY)

Yellow Pages

Pharmacies

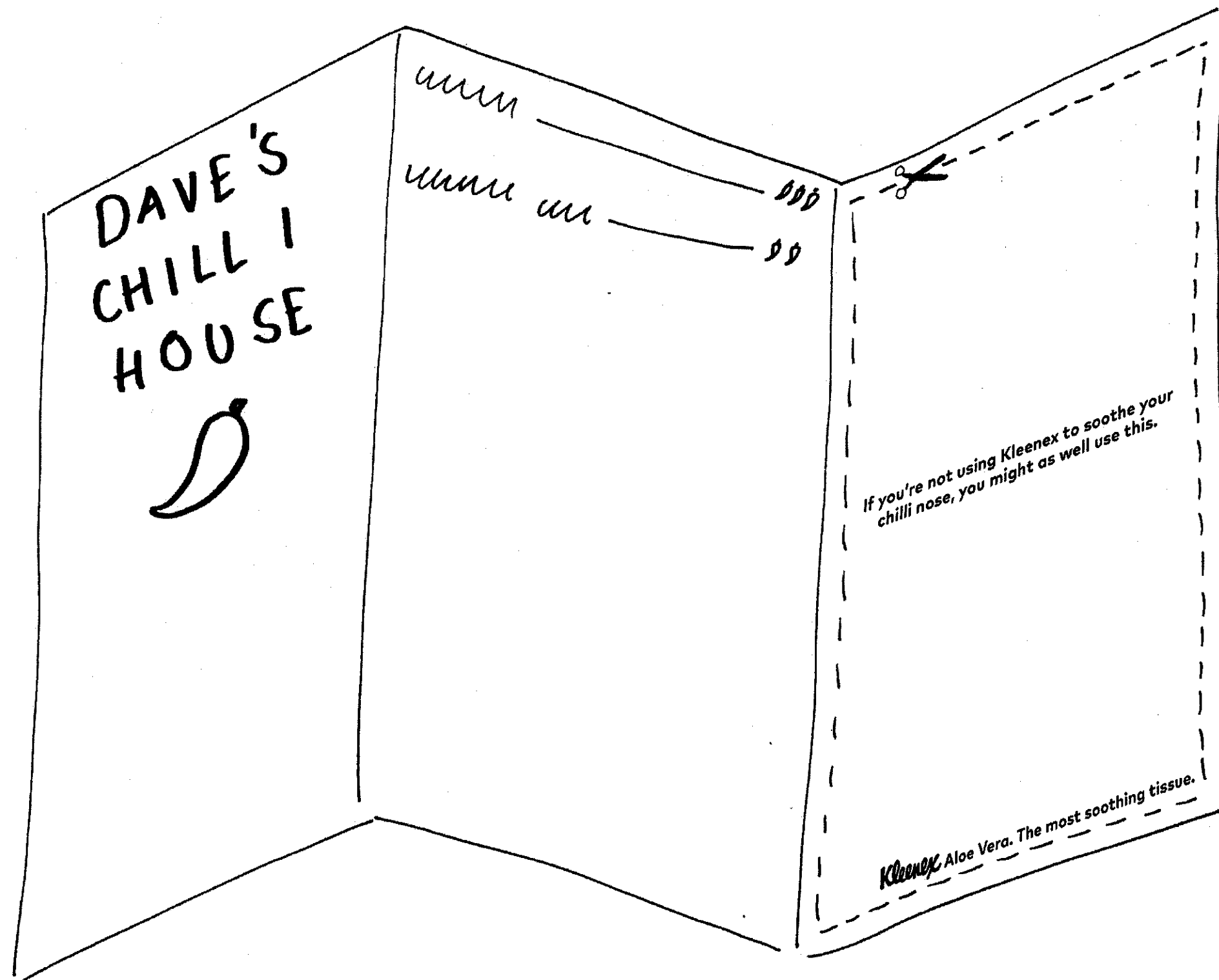
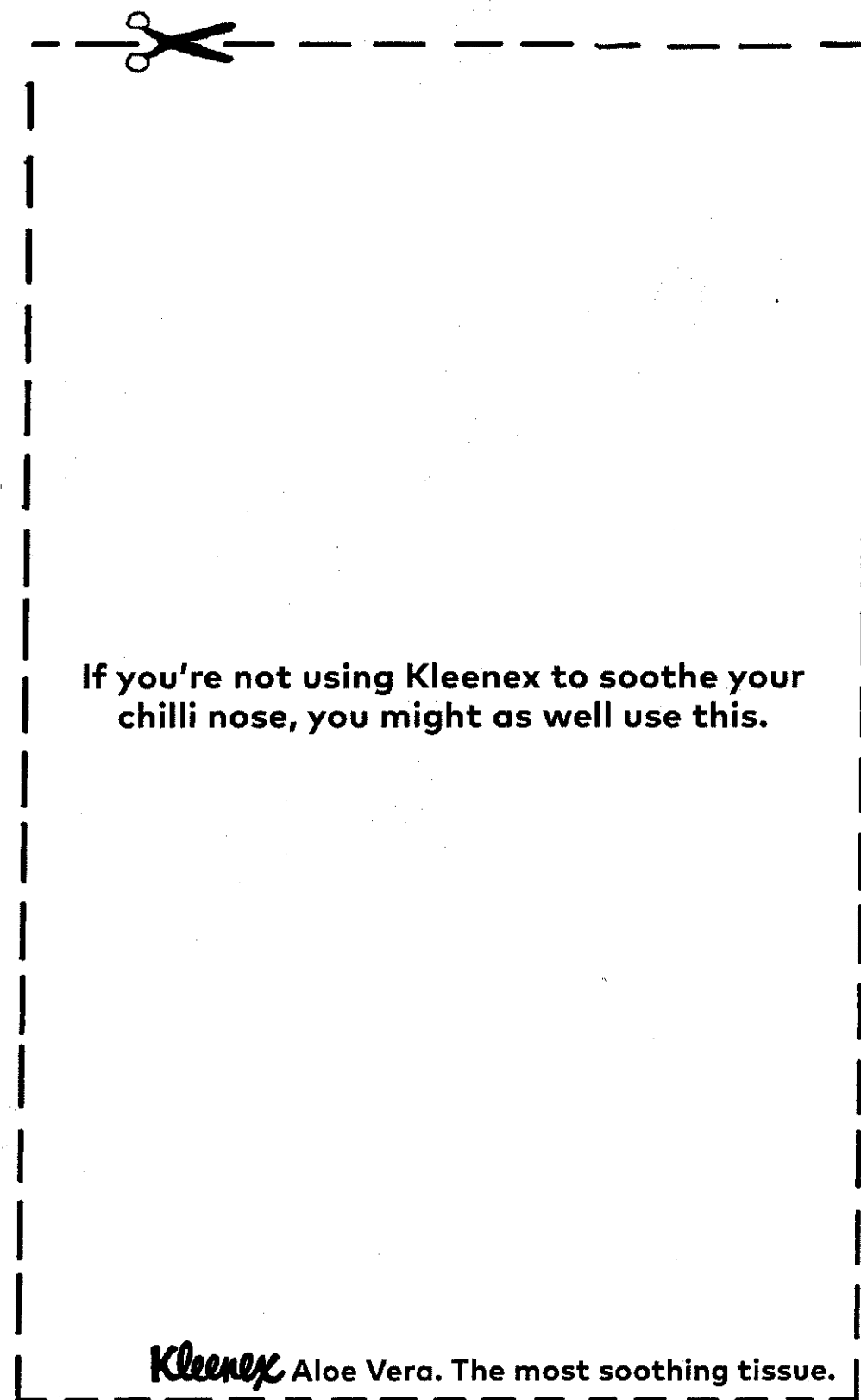
AAA

mm

Yellow Pages

Heading out to buy another brand of tissue?
Here, we've saved you the trouble.

Kleenex Aloe Vera. The most soothing tissue.





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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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1.

In this spot, Matt and Dave discuss Dave cheating on his wife.

Matt (husband): I feel bad cheating on Sally but it was a one off thing and it won't happen again.

Dave (friend): Shhhhh, isn't Sally upstairs?

Matt: Don't worry about it, she's doing the vacuuming.

SFX: Glass shatters, car alarm goes off. String of beeps as expletives are censored.

VO: Electrolux UltraSilencer Vacuum - You'll be amazed what you can hear.

2.

In this spot, Jason speaks to a hitman about having his wife killed.

Jason (secretive tone): I need this life insurance payout, \$10,000 and the job's yours.

Hitman (sinister tone): It's a deal. When do you want it done?

Jason: It will be easy to do now, she's upstairs doing the vacuuming.

SFX: Phone dialing.

Phone Operator: Hello 000, please state your emergency.

VO: Electrolux UltraSilencer Vacuum - You'll be amazed what you can hear.

3.

In this spot, Steve and Grant discuss how bad Steve's new cleaner is.

Steve (home owner): I'm telling you, this new cleaner I've hired is awful. He's late, my beers are going missing and he's bloody expensive.

Grant (friend): Keep your voice down you idiot.

Steve: Don't worry, he's upstairs doing the vacuuming.

Cleaner: Muffled sobbing.

VO: Electrolux UltraSilencer Vacuum - You'll be amazed what you can hear.



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CREATIVE BRIEF

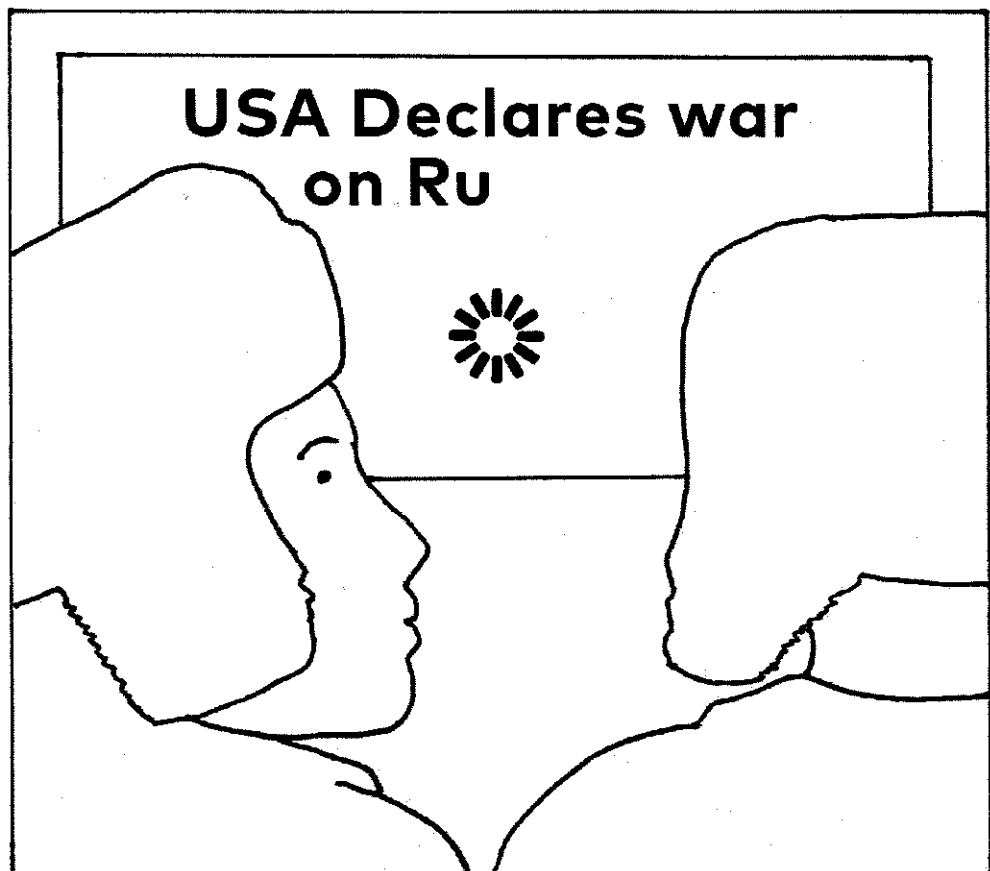
Brief Number: 5

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.

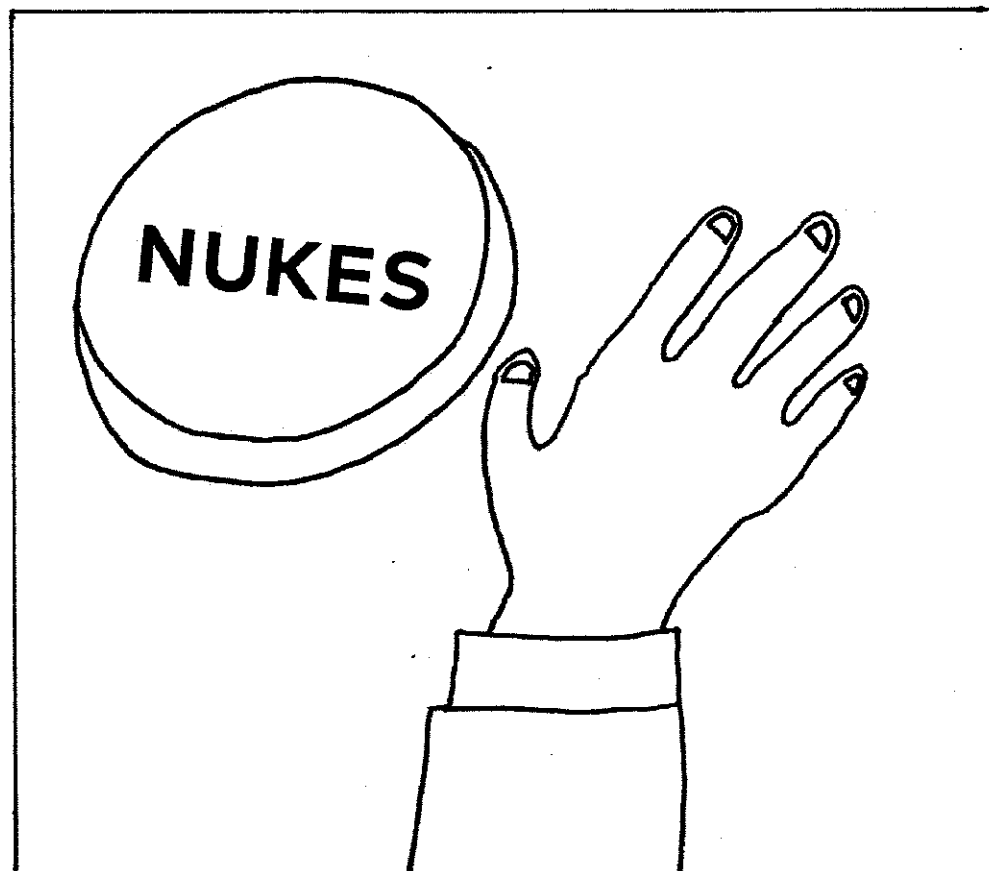
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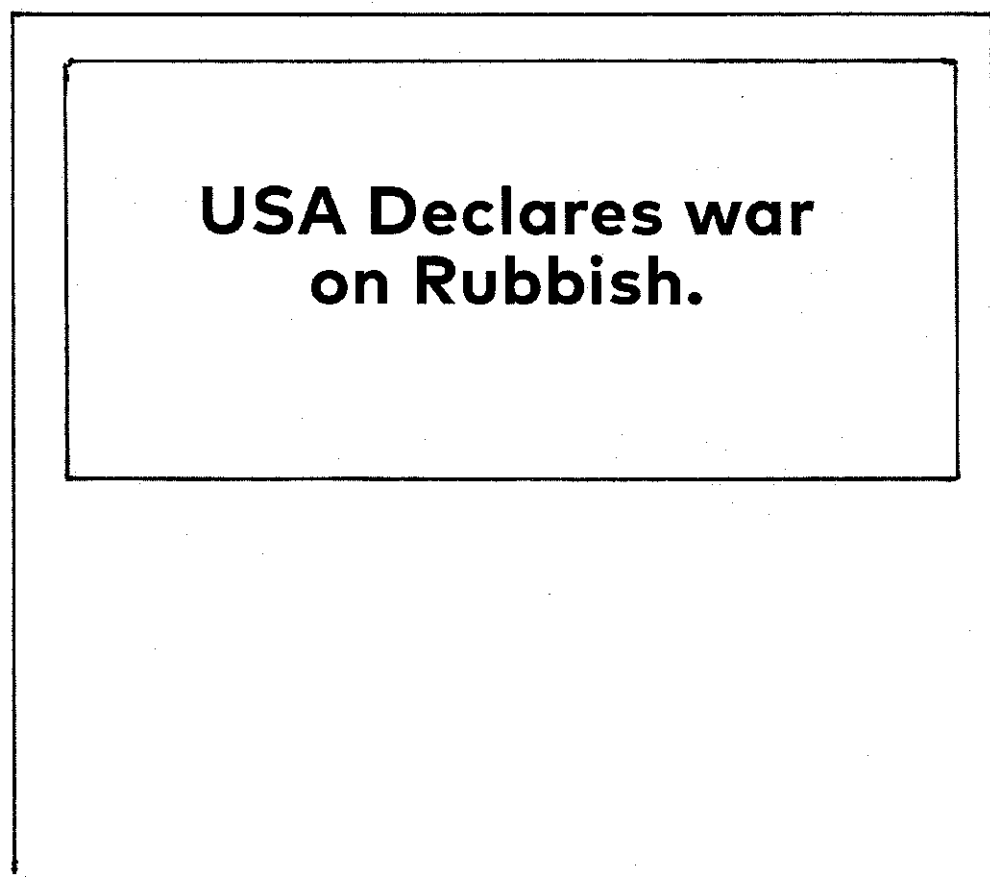
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Open in the Russian nuclear bunker. Two Russians are looking at a computer screen which is loading.



One of the Russians hits the button to launch the nuclear missiles.



The computer screen finishes loading.



The two Russians give each other a worried look, wondering what they have done.

Get all the data.
With unlimited, high
speed broadband.

iinet



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CREATIVE BRIEF

Brief 6: Strategy

Client:	Starbucks
Product:	Coffee
Target Audience:	Men and women aged 18 and over
Key insight:	Australians prefer to support independent coffee shops as they believe they are more environmentally friendly.
Single-minded proposition:	Make Starbucks the most environmentally friendly takeaway coffee.
Support:	<p>Despite the fact disposable coffee cups are 95% paper (and in theory recyclable), the thin plastic layer, which keeps the cup from absorbing coffee, stops them from being recycled. Over 1 billion coffee cups end up in landfills around Australia each year and will not biodegrade for centuries.</p> <p>Starbucks is a huge success globally but has never taken off in Australia. Australians prefer an independent coffee shop which is seen as more environmentally friendly than an international chain. Chains are perceived to produce a lot of waste, especially from their coffee cups.</p>
Media:	Product design which helps Starbucks establish environmental credentials.
Tone of voice:	Innovative.
Mandatories:	Starbucks logo.

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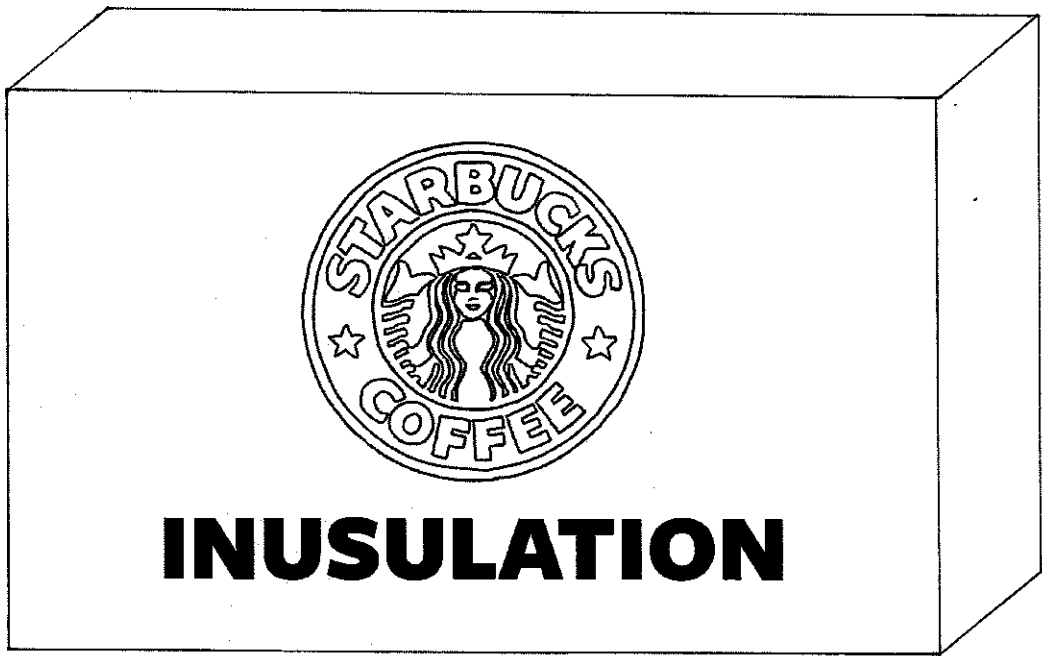
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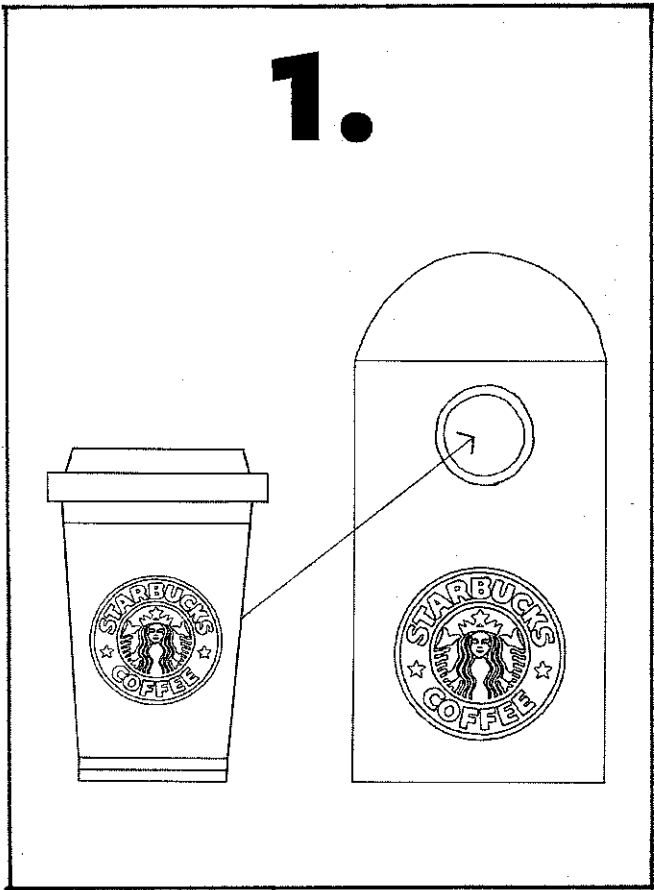
Insight: Paper has almost identical insulation properties to the fiberglass batts currently used as building insulation.
Idea: Reuse waste coffee cups as insulation for buildings.



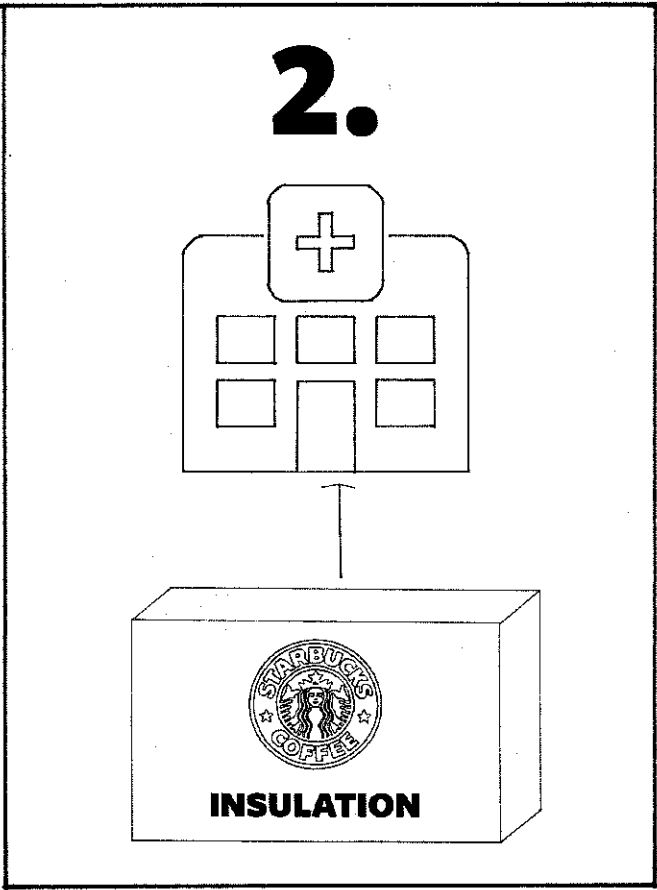
PRESENTS:



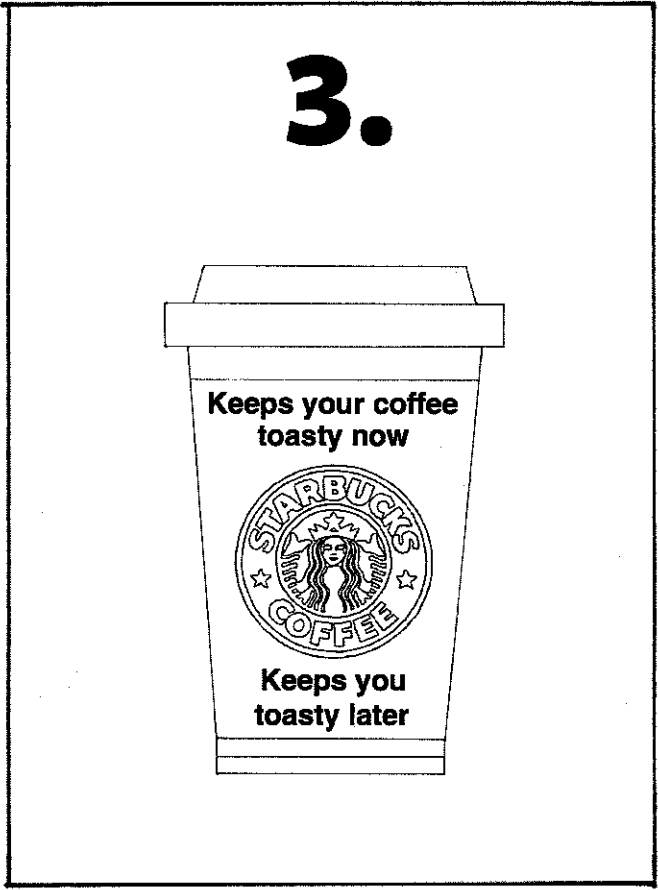
HOW IT WORKS:



Used, disposable coffee cups are collected in bins. The collected cups are then shredded, and mixed with a fire-resistant resin to create sheets of insulation material.



Starbucks donate the environmentally friendly insulation to help build new hospitals and schools. They can also sell it to people building houses and businesses, with profits going to fund other environmental projects.



Customers who purchase the insulation receive coffee discounts as an incentive.



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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/>

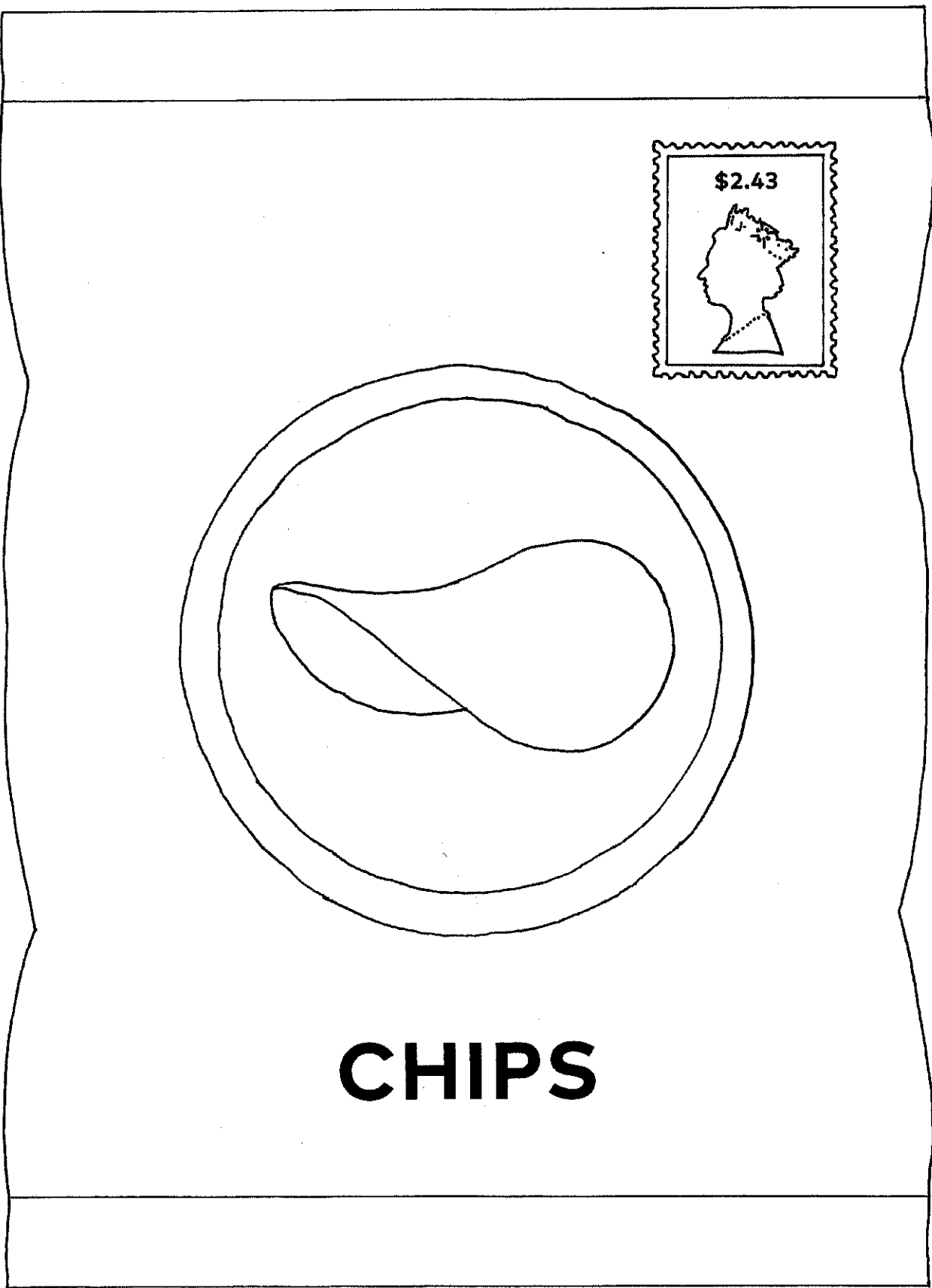
Tone of voice: Friendly, confident, proud.

Mandatories: Australian Made logo.

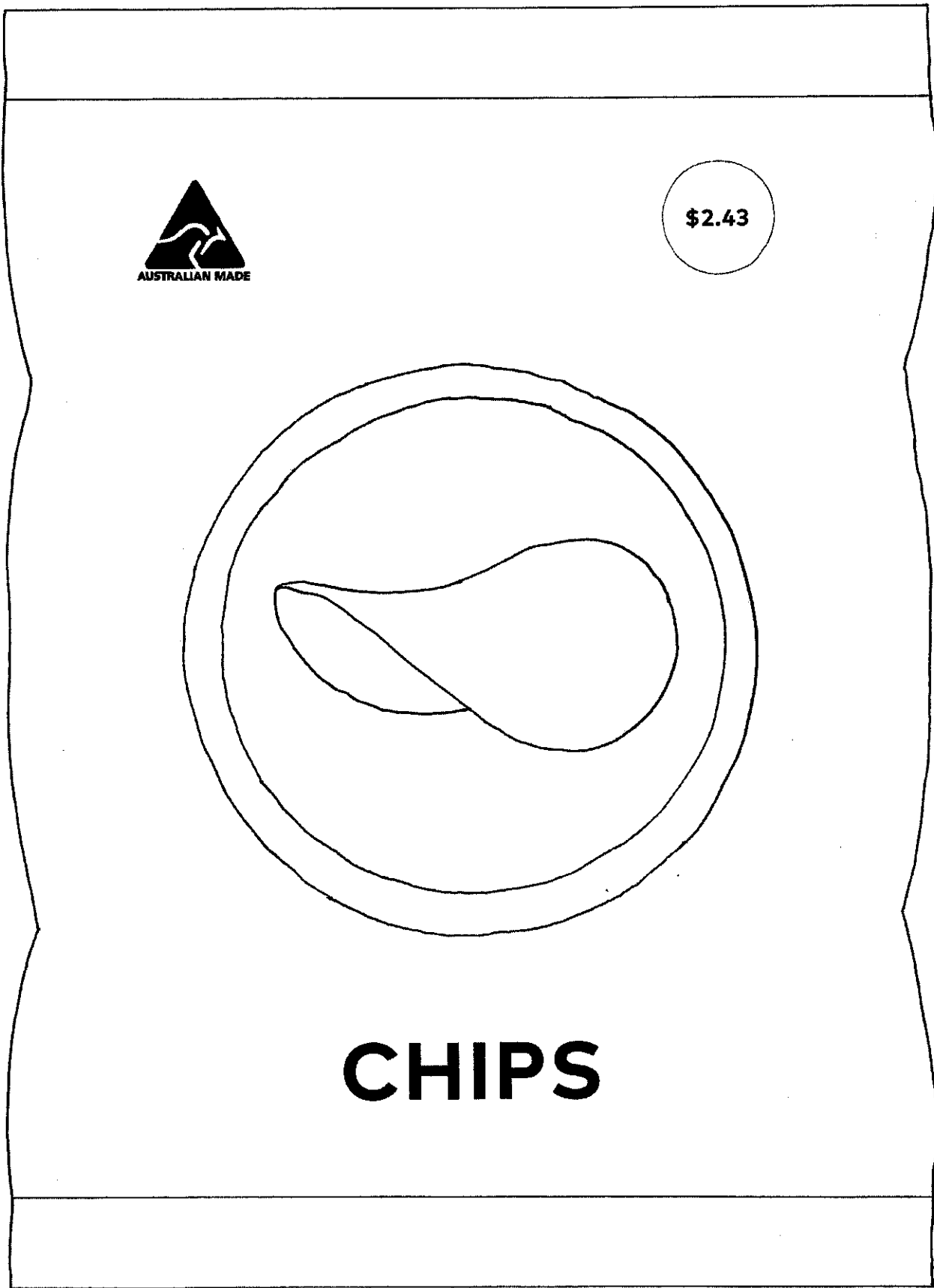
PRICING STICKERS FOR FOREIGN PRODUCTS

Insight: When Australians buy foreign products they are sending their money overseas.

Idea: Create postage stamp style price stickers for foreign products to show Australians where their money is going.



FOREIGN PRODUCT

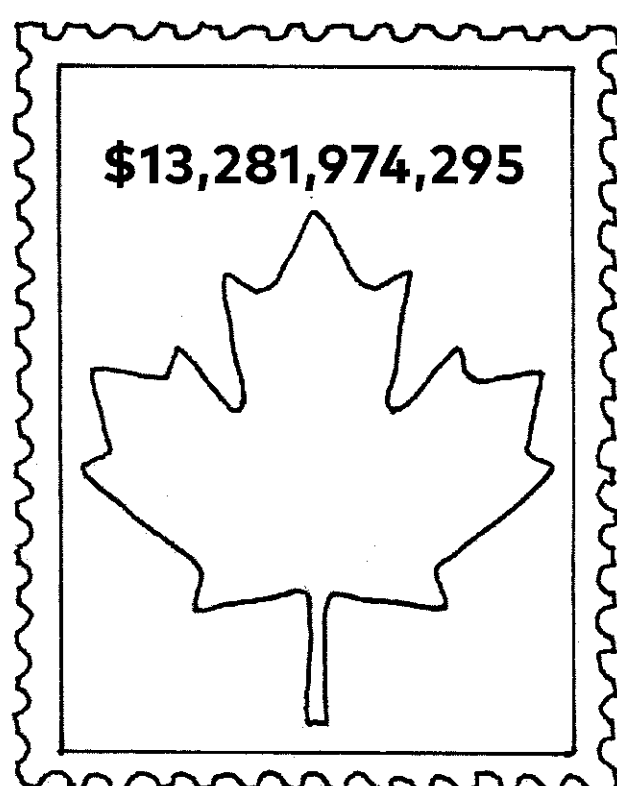
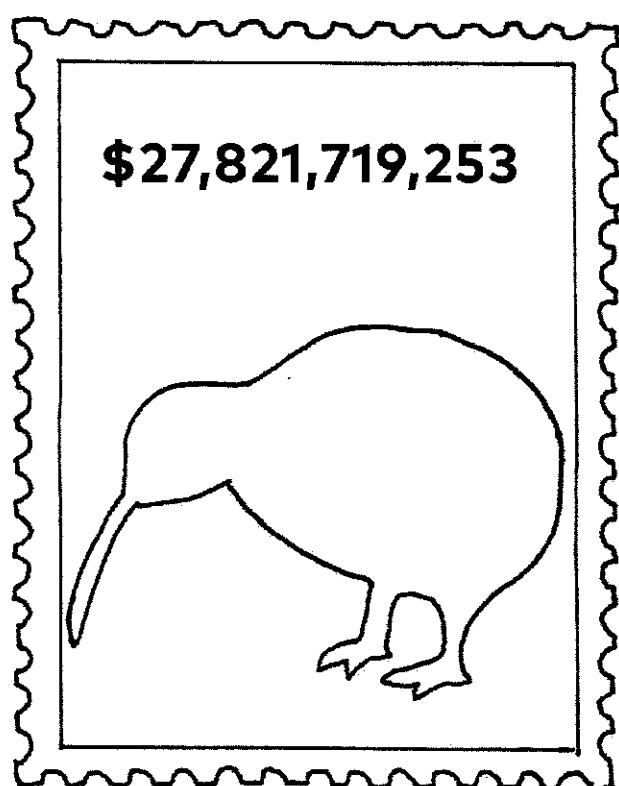
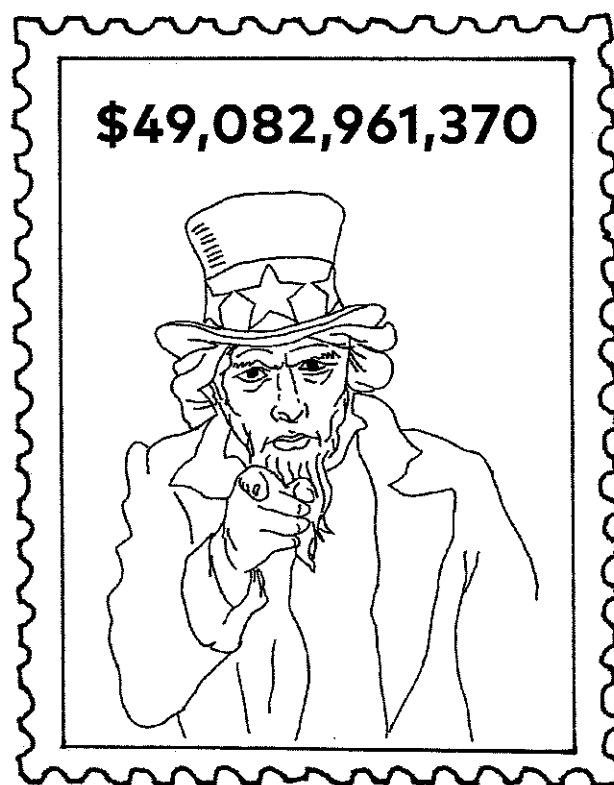


AUSTRALIAN PRODUCT

DIGITAL OOH

Idea: An OOH digital adshel which updates in real time to show the money that has been spent on foreign products this year.

THIS YEAR, WE'VE SHIPPED OFF:

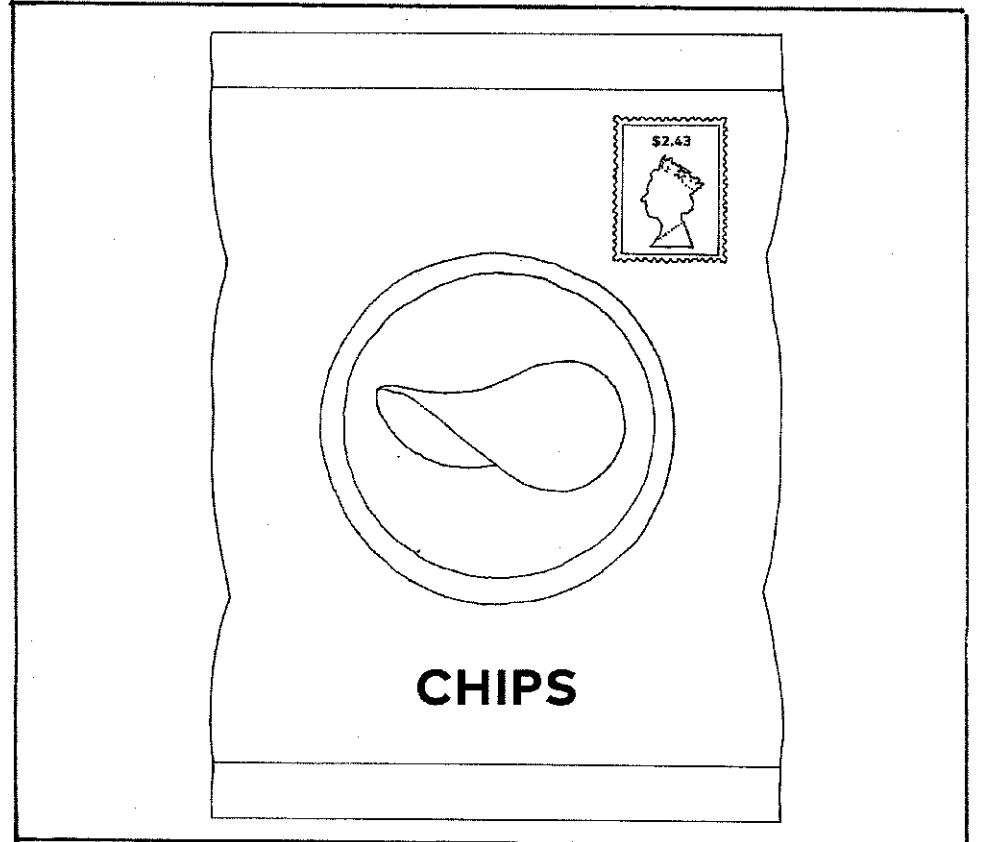


Support Australians, buy **AUSTRALIAN MADE**

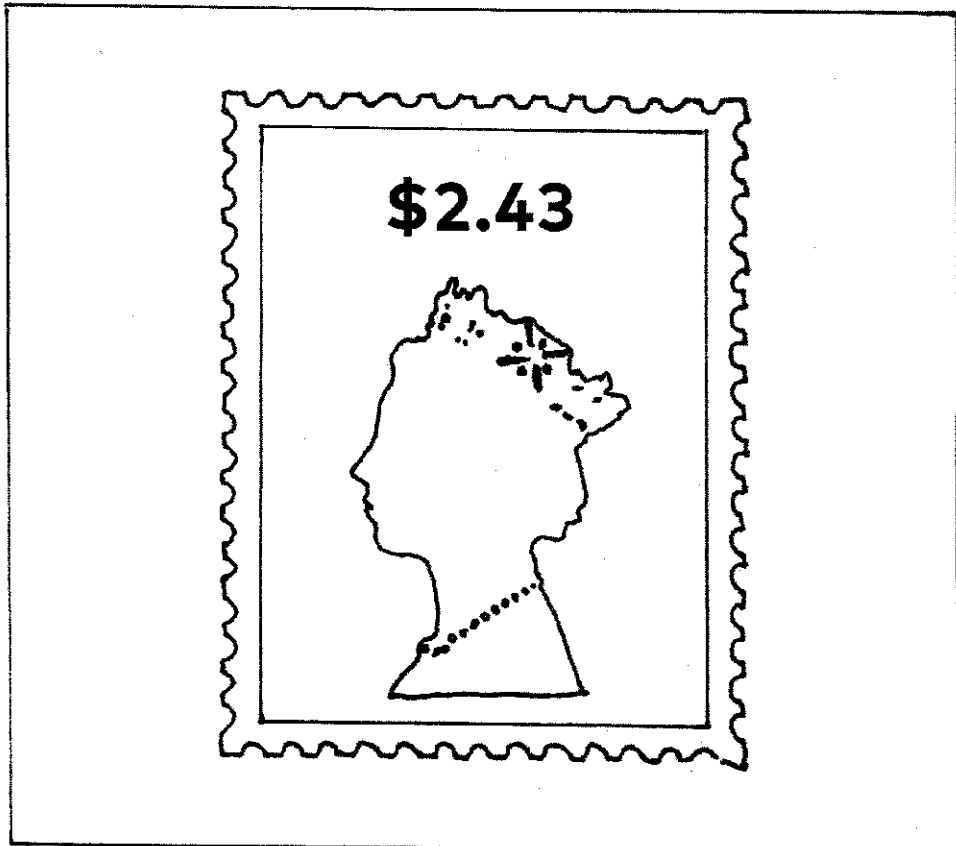




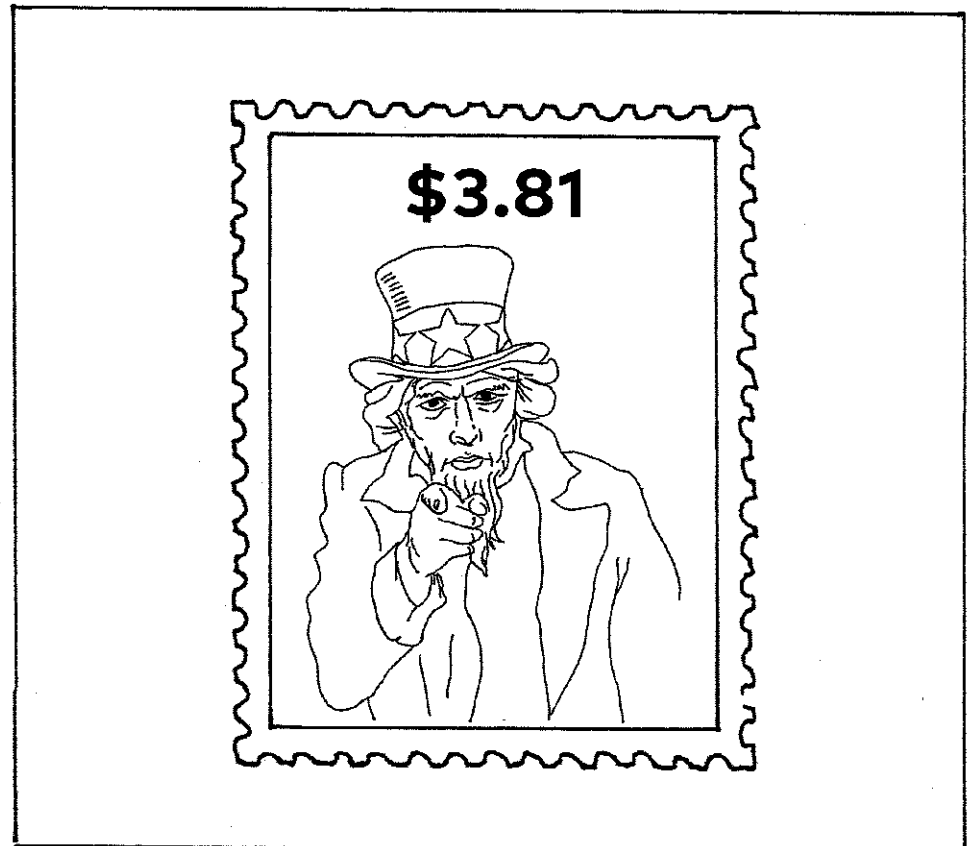
We open on a supermarket checkout.



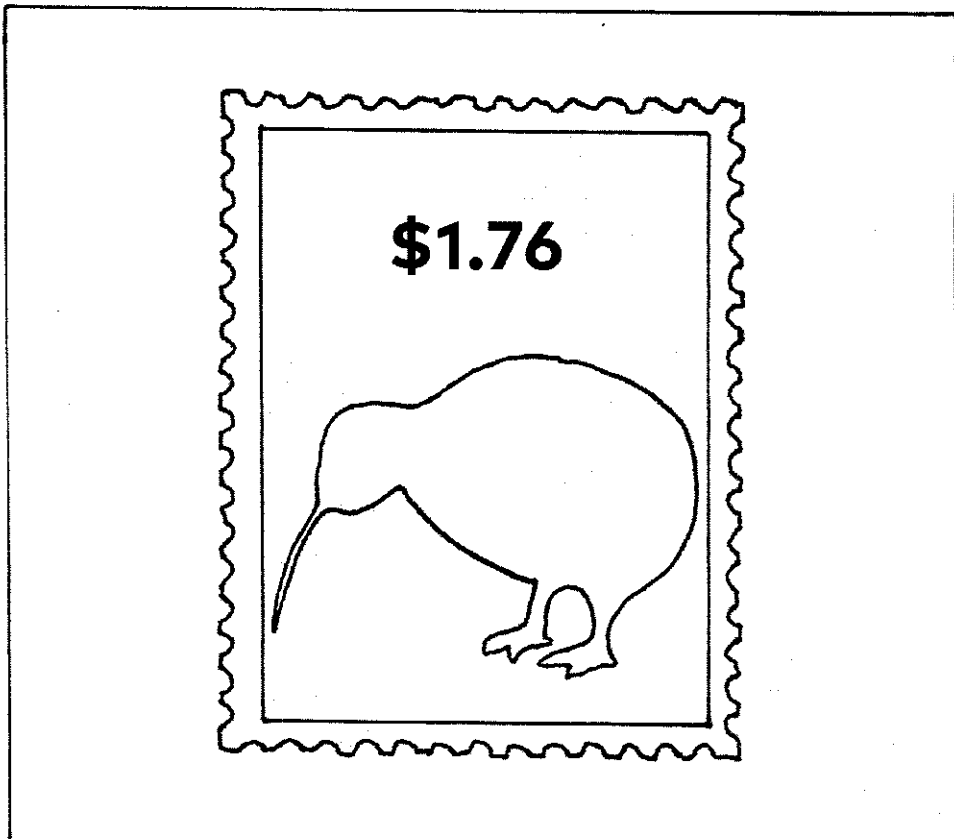
Cut to a packet of chips sitting on the conveyor belt with a price sticker on it that looks like a stamp of The Queen.



Zoom in on the price sticker. "Beep" as item goes through the scanner. The Queen cackles.



Cut to another product with Uncle Sam as the price sticker. "Beep" as item goes through the scanner. Uncle Sam rubs his hands together in glee.



Cut to another product with a kiwi as the price sticker. "Beep" as item goes through the scanner. The kiwi preforms a celebratory dance.

**Don't send your money overseas.
Buy Australian to support Australians.**





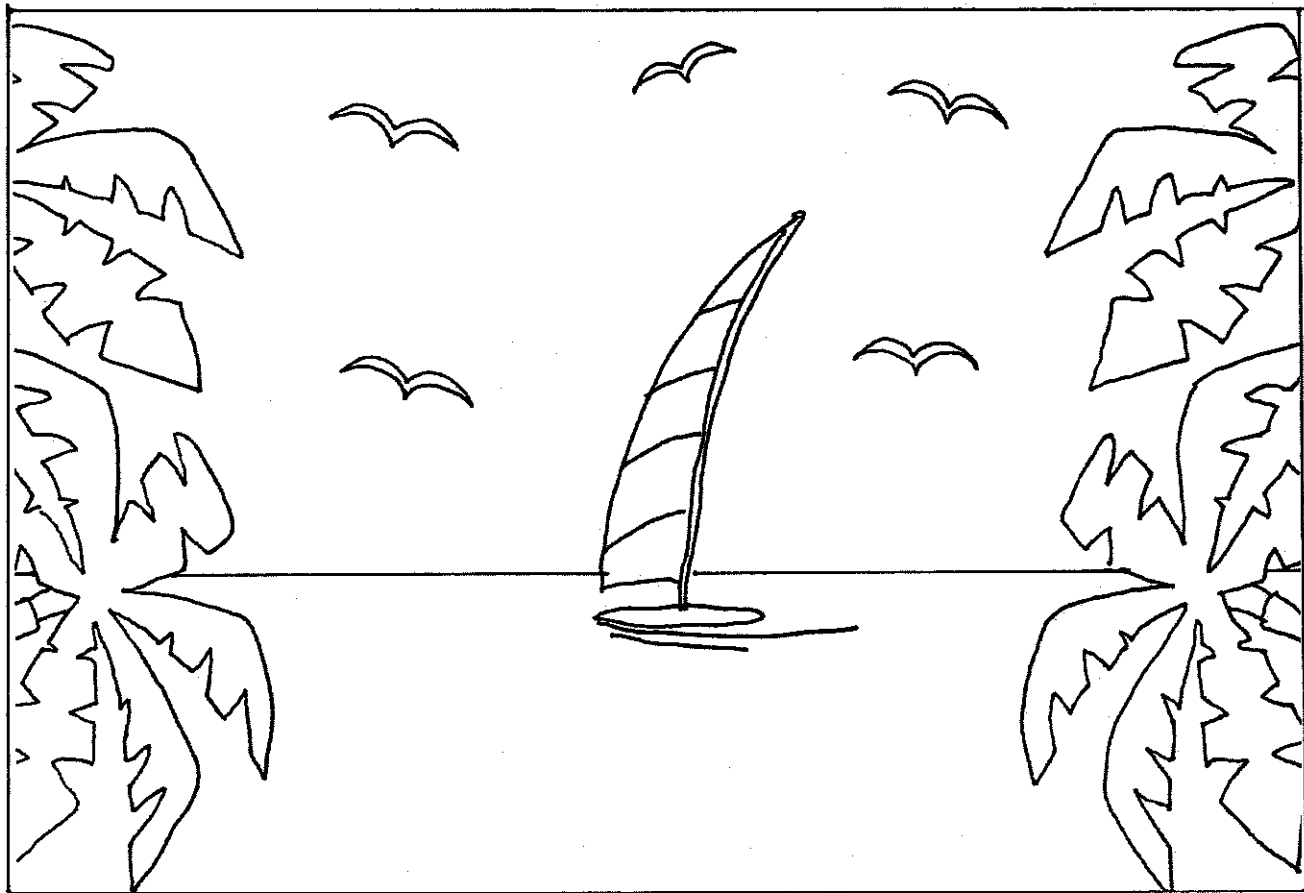
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CREATIVE BRIEF

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

Insight: Scoot's advertising budget adds to the cost of their flights.
Idea: Let passengers get the cheapest flights possible by helping to promote Scoot.





james_wilson

Bali, Indonesia



Follow

james_wilson

Sunning myself in Bali for the week. Thanks @scoot_airlines for the cheap flight.

scoot_airlines

Not a problem James. We're glad you're enjoying your holiday! If any of your followers would like to check out Bali too just use this link: [bit.ly/457fbhQ](#) You'll both get credits towards your next trip with Scoot.

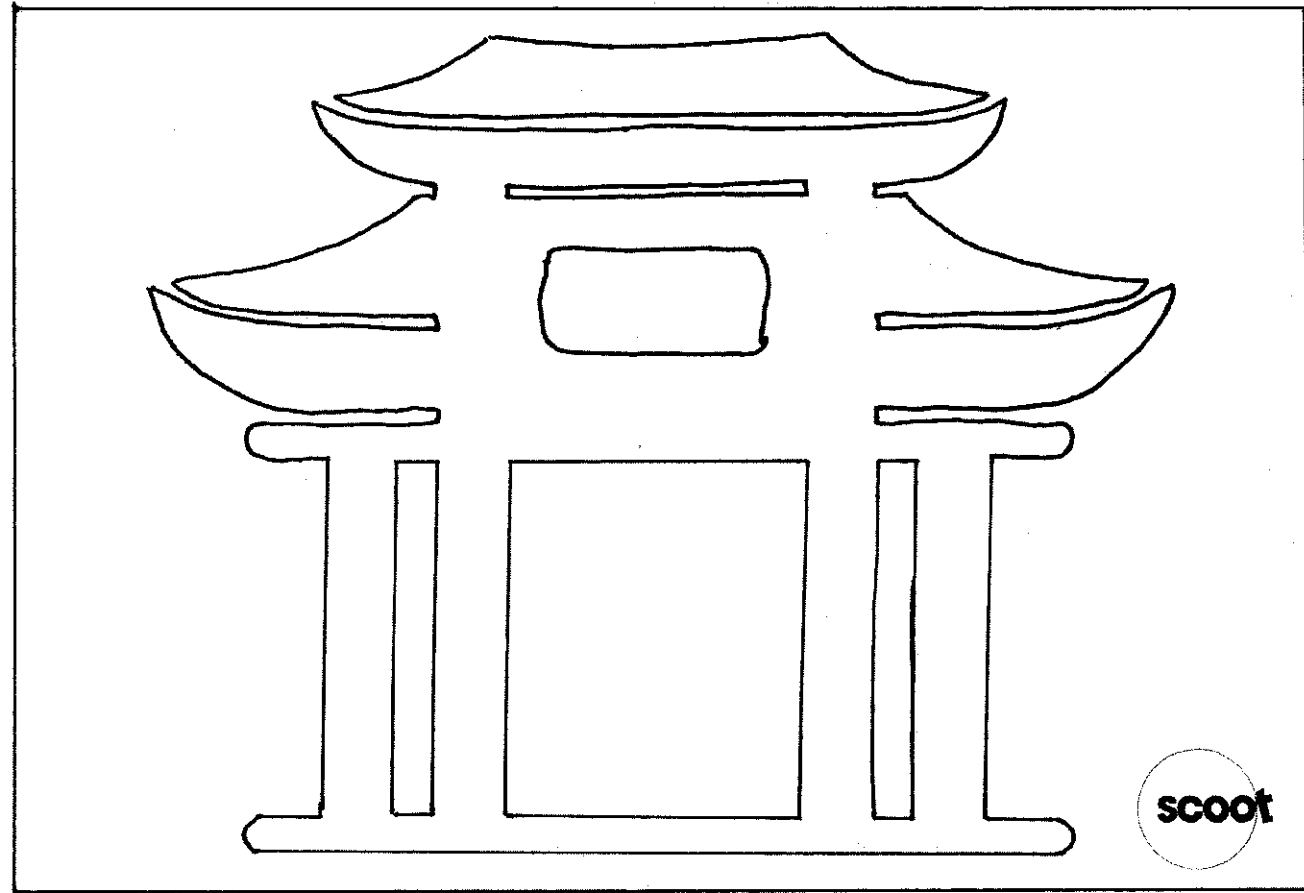



3459 likes

3 WEEKS AGO

Add a comment...

When passengers tag Scoot in an Instagram photo, Scoot will respond with a link featuring a cheap flight to that destination. The author of the post receives credits for every follower who books that flight. If enough followers book a flight using the link, the post author can claim a free/cheap flight to the next destination on their list.





james_wilson

Tokyo, Japan



Follow

james_wilson

Thanks to all my amazing followers and @scoot_airlines I've made it to Japan for free!

scoot_airlines

Glad we could be of assistance James! We hope your followers are just as keen on Japan so you can get another free flight with us soon. Check out [bit.ly/8rT85k](#) for the cheapest flight to Tokyo ;)



2176 likes

4 HOURS AGO

Add a comment...

Users can add a Scoot watermark via a sponsored Instagram filter if they choose to.



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CREATIVE BRIEF

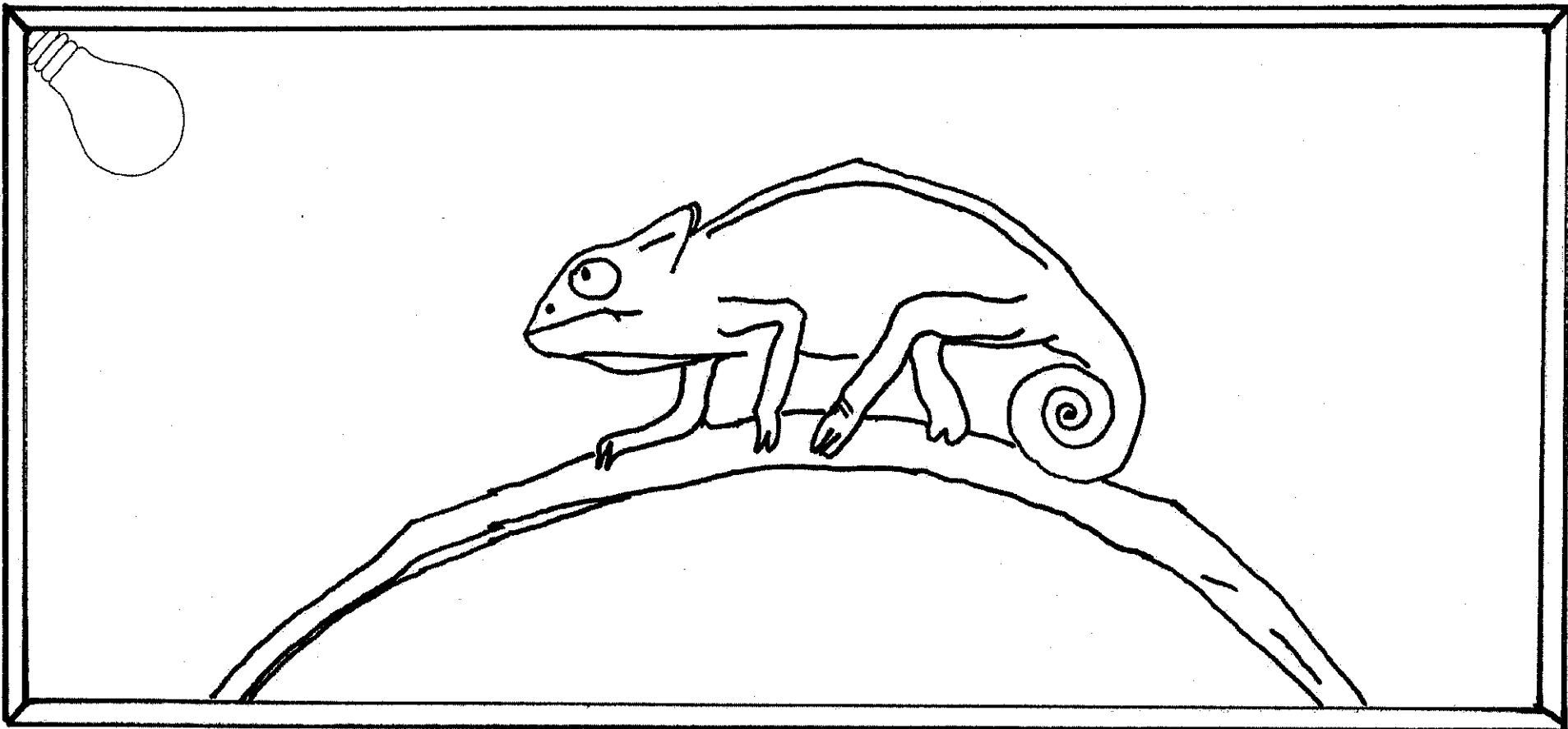
Brief Number: 9

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.

CHAMELEON ENCLOSURE - TARONGA ZOO


Insight: Home owners use their imagination most when they are with their children.

Idea: Let home owners control the colour of a chameleon when they visit the zoo with their children.



PHILIP, THE WORLD'S FASTEST CHAMELEON

RED
BLUE
GREEN



PURPLE
YELLOW
ORANGE

PHILIPS hue



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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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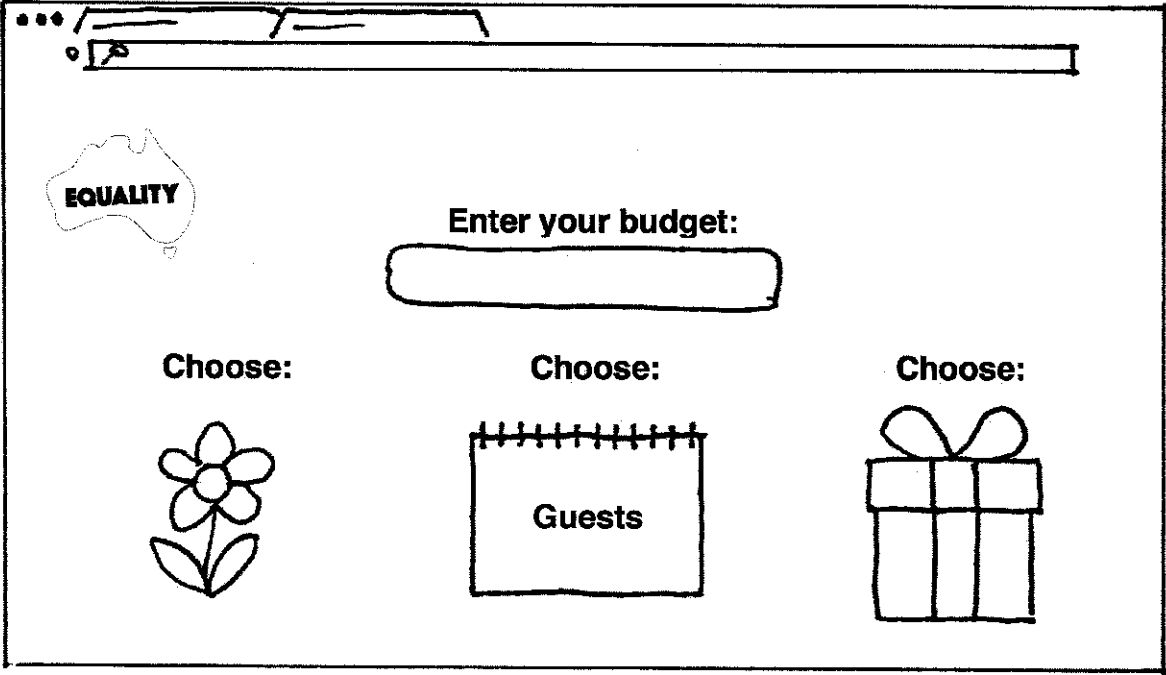
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THE SAME-SEX WEDDING PLANNER

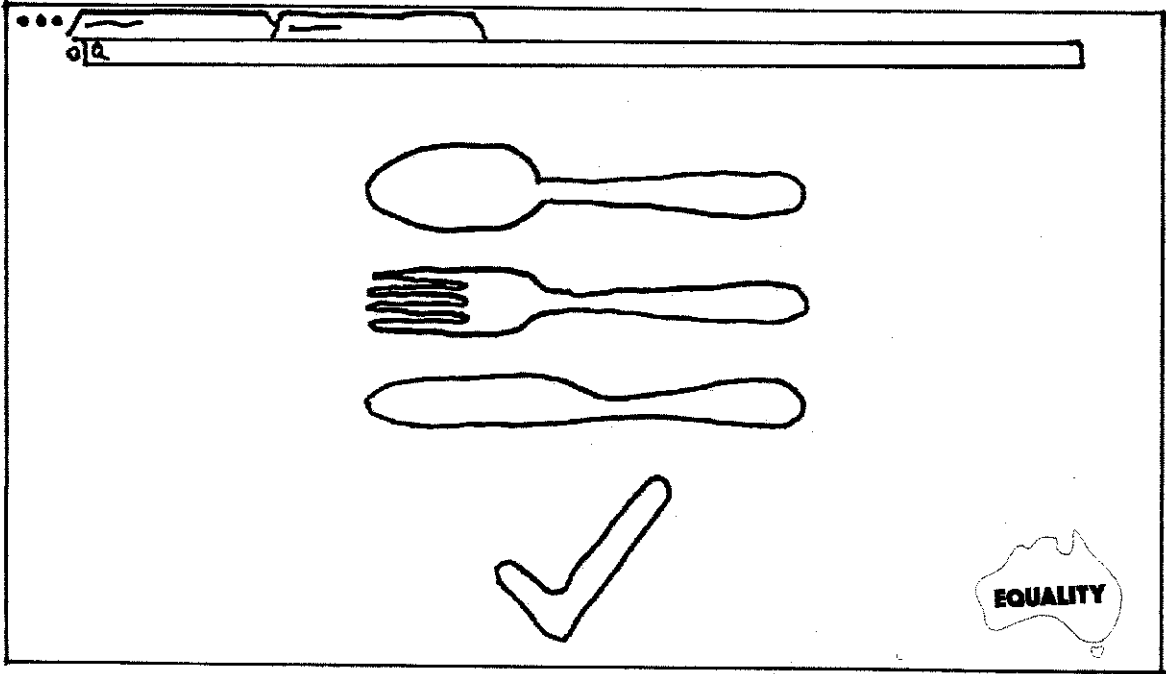
Insight: If same-sex couples could get married, an extra \$100 billion would flow into the economy.

Idea: Showcase how much money Australia is missing out on in lost same-sex wedding revenue.

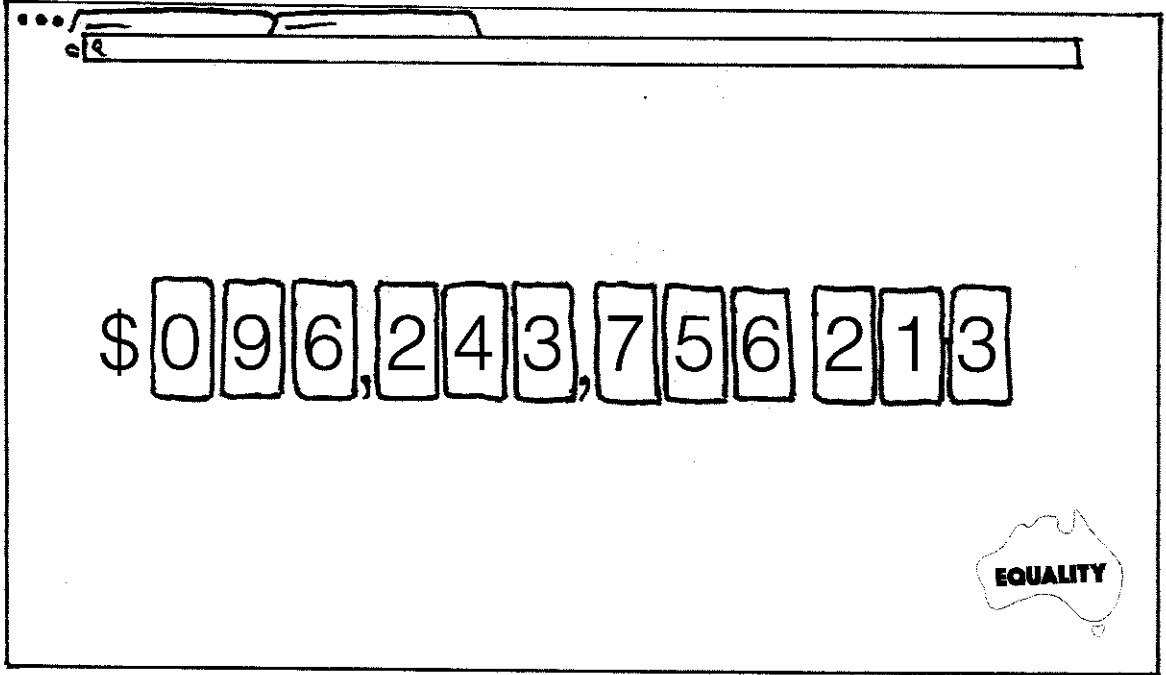


Same-sex couples enter their wedding budget into a bespoke online wedding planner.

They can then plan all the details of their wedding, including inviting guests and establishing a wedding registry.



Guests who are invited to the hypothetical weddings can select which gifts they would give from the registry.



Both the wedding and gift costs then add to a live tally of all the money the government is missing out on by not allowing same-sex marriages.

N.B. Based upon the average Australian wedding cost of \$65,482, the average guest list of 118 people and the average value of gift per person being \$130, each wedding's total spend equals \$80,822. With approx. 2.4 million gay persons in Australia resulting in 1.2 million weddings, this is just under **\$100 billion dollars**.

ONCE SAME-SEX COUPLES QUANTIFY THE VAST AMOUNT OF MONEY AUSTRALIA IS MISSING OUT ON, AUSTRALIANS FOR EQUALITY WILL RELEASE THIS OPEN LETTER ON THE FRONT PAGE OF EVERY NEWSPAPER.

Dear Australia,

We, the homosexual community of Australia have a proposition for you. Give us marriage equality and we'll give you **\$100 Billion** towards your national debt.

How?

2.4 million of us equals 1.2 million weddings.

The average Australian wedding is \$65,482 (and god knows we love a flamboyant wedding)

1.2 million x \$65,482 = \$78 billion. Add in wedding gifts and we've got \$100 billion.

That's **100 Billion** being spent on taxable goods and services and employing tax-paying Australians, putting money back in the economy.

Want economic stability? Your move.

Regards,

Australians For Equality ("The Gays")

