

CREATIVE BRIEF

Brief Number: 1

Topic:	Adcept Poster
Client:	Colgate
Product:	Optic White High Impact Toothpaste
Target audience:	Adults 18+
Key insight:	Over time, our teeth become stained by coffee, wine, tea, dark berries, and cigarettes, rendering our once white, bright teeth to dull, yellowish hue. While there are many options available to whiten your teeth, nothing is simpler and easier than brushing with Colgate Optic White High Impact Toothpaste.
Single minded proposition:	The easiest way to whiter teeth
Support:	With its unique whitening formula, Colgate Optic White High Impact Toothpaste makes your teeth 3 shades visibly whiter in 4 weeks.
Media:	Adcept poster – a media neutral 'key visual' style ad. This is all about developing your foundations of coming up with simple ideas. You can't play with the media, or alter the page. Idea is everything.
Tone of voice:	Fun and lighthearted
Mandatories:	Colgate Optic White High Impact Toothpaste logo



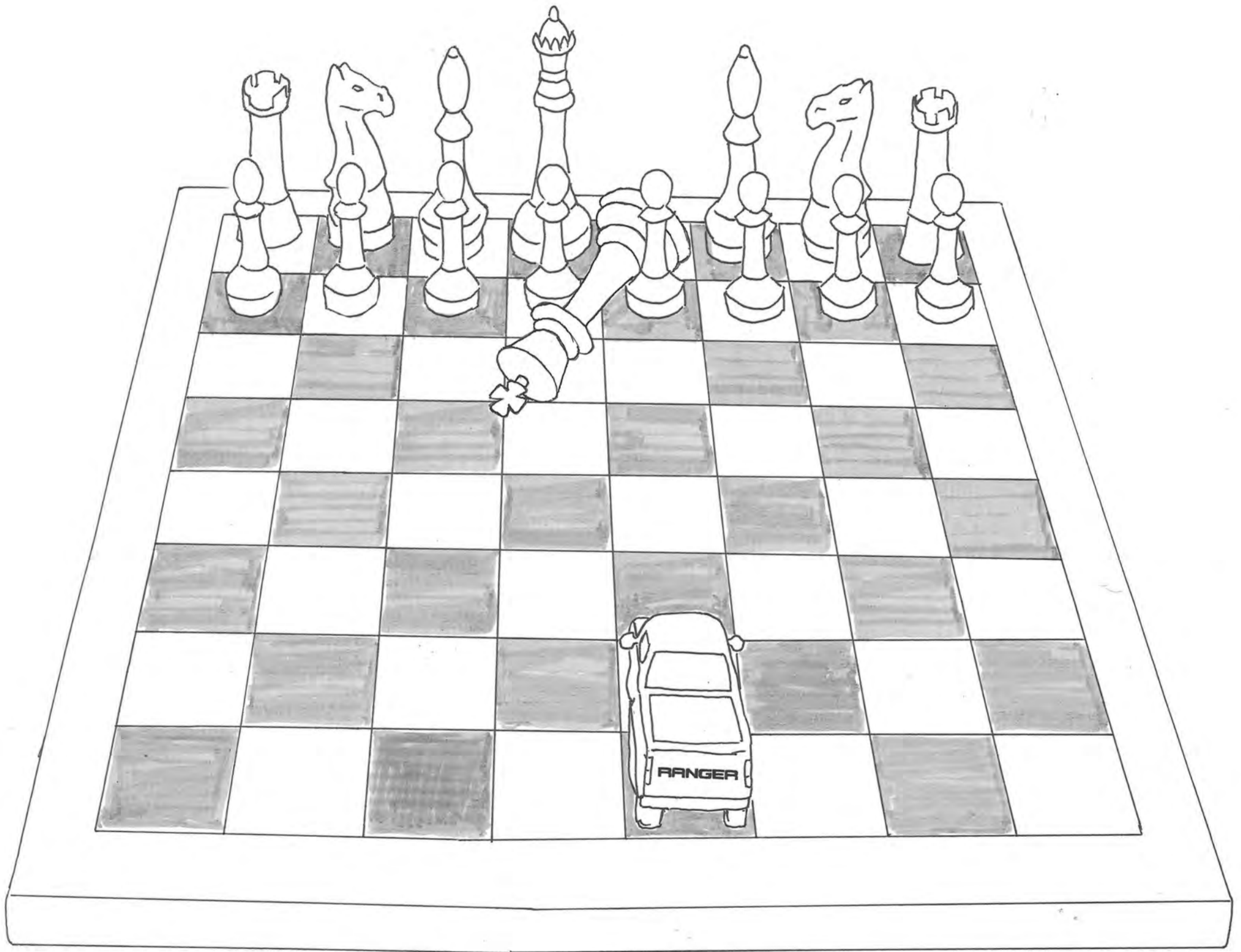
Colgate

OPTIC
WHITE

CREATIVE BRIEF

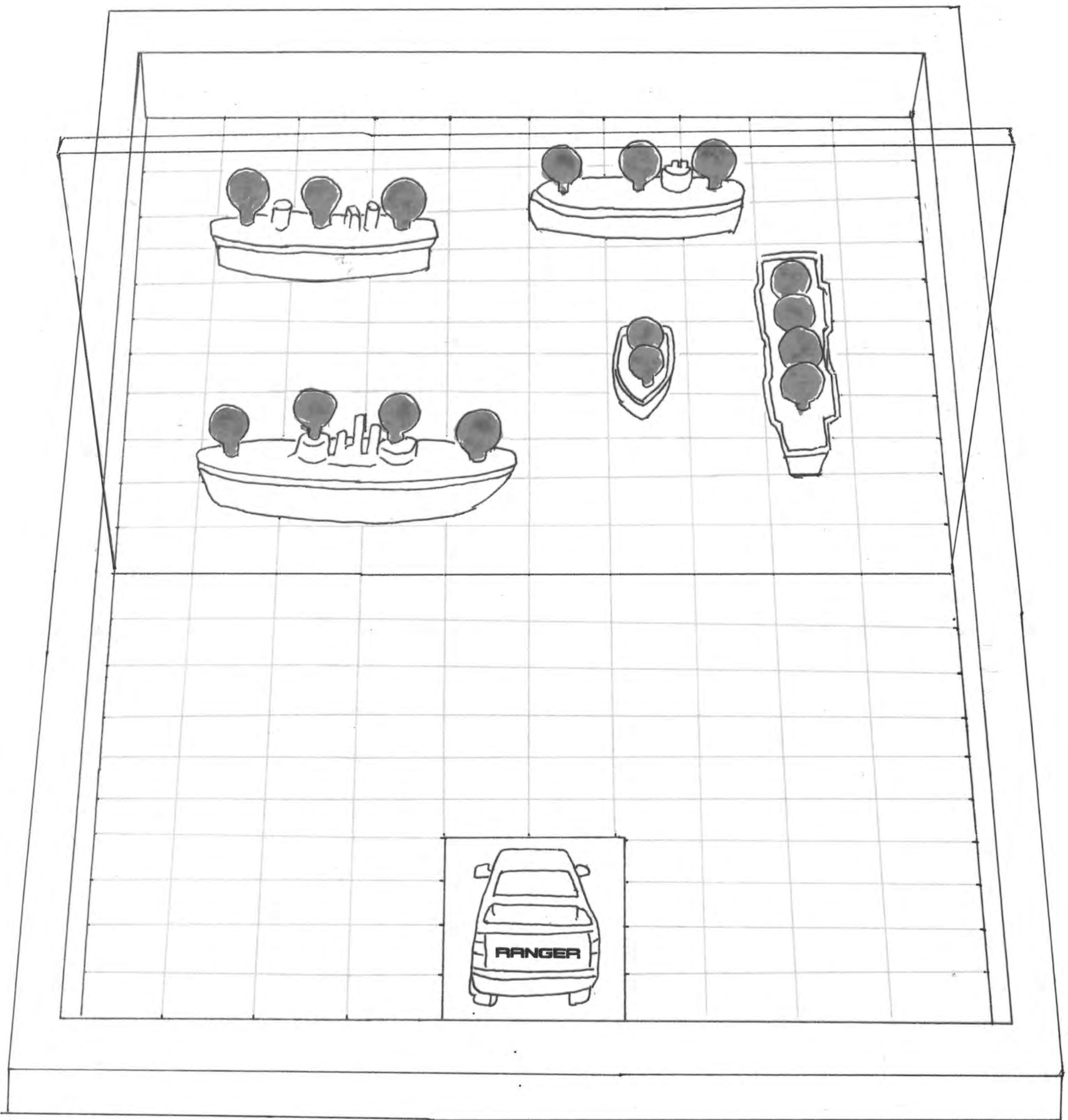
Brief Number: 2

Topic:	Adcept poster campaign
Client:	Ford
Product:	Ranger XLT 4x4
Target audience:	Self-employed building professionals, 30 to 50 years old.
Key insight:	Many work utes boast strength and power, but the reality of running your own business means you need intelligence as well.
Single minded proposition:	Work smarter with Ranger
Support:	The Ranger XLT is packed with advanced, intelligent technology to help you with the job. It's the most advanced truck ever seen in Australia, with amazing safety features like collision warning, lane-keeping aid, and Emergency Assistance, which calls '000' in the event of an accident. Finally, its voice-activated Sync 3 can navigate, check for traffic, and even read texts out to you.
Media:	Media-neutral, adcept poster campaign (x 3 executions). As in brief 1, you can't play with the media, or alter the page.
Tone of voice:	Smart, helpful.
Mandatories:	Ford logo



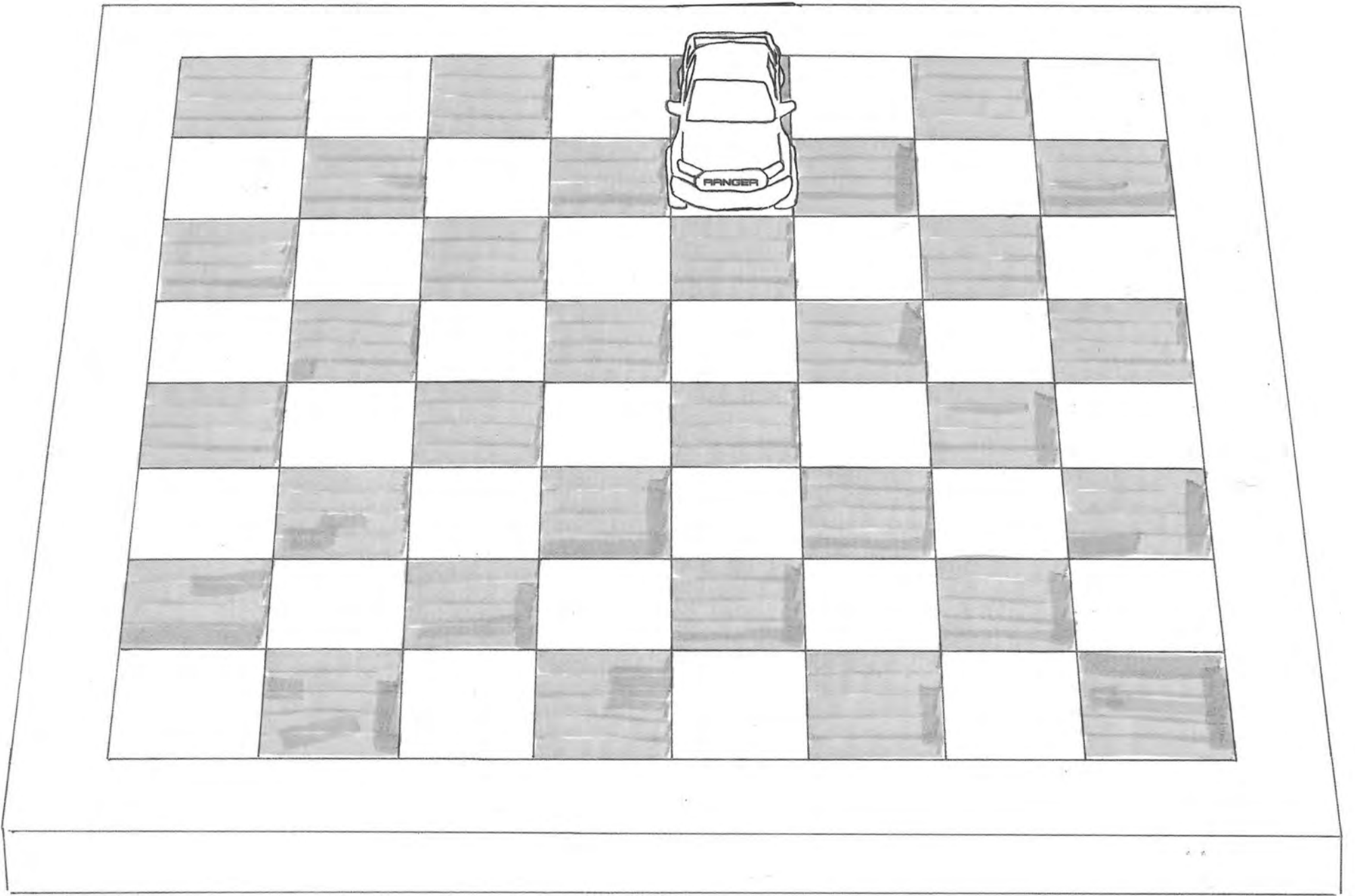
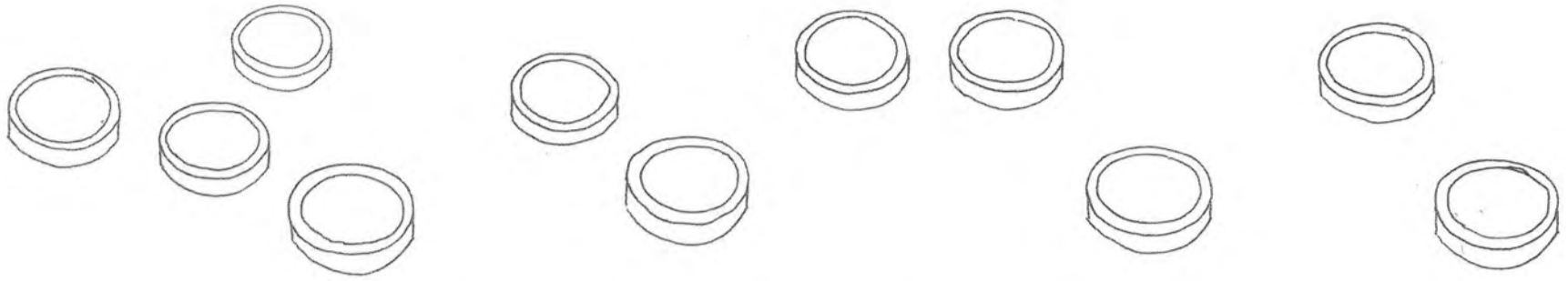
SMARTER MOVES





SMARTER MOVES





SMARTER MOVES



CREATIVE BRIEF

Brief Number: 3

Topic:	Radio
Client:	RSVP
Product:	Digital dating service
Target audience:	Single Millennials that have flirted with the likes of Bumble and Tinder. While they've found these platforms to be fun and exciting, they're exhausted by 'playing the field' and are now looking for 'the one'.
Keyinsight:	In a hookup culture where it's about that next swipe, encounters can feel shallow and fleeting. Against this backdrop, our audience is looking for connections with substance and meaning.
Single minded proposition:	Find something real
Support:	RSVP builds deep and lasting relationships, with 1 out of every 3 members finding a long-term relationship, and 1 out of 5 finding a life partner. Unlike some other platforms, their community wants to foster true connections.
Media:	30-second single radio ad
Tone of voice:	Lighthearted, authentic, and empathetic.
Mandatories:	rsvp.com.au

Calling the Missus

SFX: Answers phone.

Female: Hey babe, I missed ya.

Male: I missed you too. You've been on my mind all day.

Female: Me too, babe. I just want your arms around me.

Male: Same. Are you free tonight?

Female: Always.

Male: What do you want to do?

Female: Pull you in close. Then reach down and slowly unzip your...

SFX: *beep* (abrupt).

Automated Voice: Unfortunately you are out of minutes on Ashley's fantasy hotline. Please insert your credit card details if you wish to continue.

Narrator: It's better when it's real. Find it at RSVP.com.

CREATIVE BRIEF

Brief Number: 4

Topic:	TV
Client:	Google
Product:	Google Home
Target audience:	Mainstream Australia, aged 18+. They've heard about Google Home, and are curious as to what it can do for them.
Key insight:	Google Home is the fastest, most helpful way to get stuff done and find answers in your home.
Single minded proposition:	Your voice has all the power
Support:	Google Home is the hands-free assistant and piece of technology that enables you to search Google, play music, manage tasks, and control your smarthome (with other hardware) – and all it starts with your voice command, “Ok Google...”
Media:	30-second TVC
Tone of voice:	Helpful, straightforward, empowering
Mandatories:	Must include the product

Haunted Home

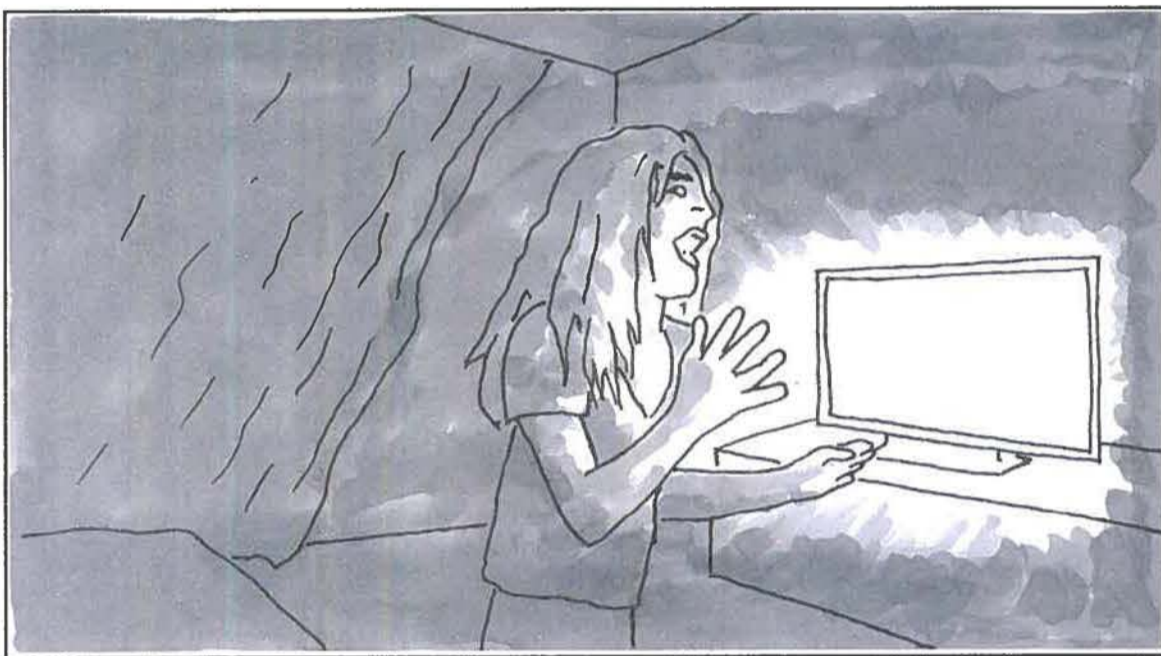


We open on a babysitter inside a home, chatting on the phone.

Babysitter: Yeah, he's finally asleep...he was getting to be a pain in the—

The lights suddenly turn off, reminiscent of a blackout.

Babysitter: Ugh... seriously? Gotta go. I think the power just went out.



As the babysitter searches for the lightswitch, the TV turns itself on, startling her. The curtains rapidly open and close, and the lights flicker on and off.

Her eyes start to dart around as she panics, now breathing heavily.



Upstairs, Damien is leaning over a Google Home on his bedside table, with a cheeky grin on his face.

Damien: Okay Google...



SFX: High-pitched screams echo.

CREATIVE BRIEF

Brief Number: 5

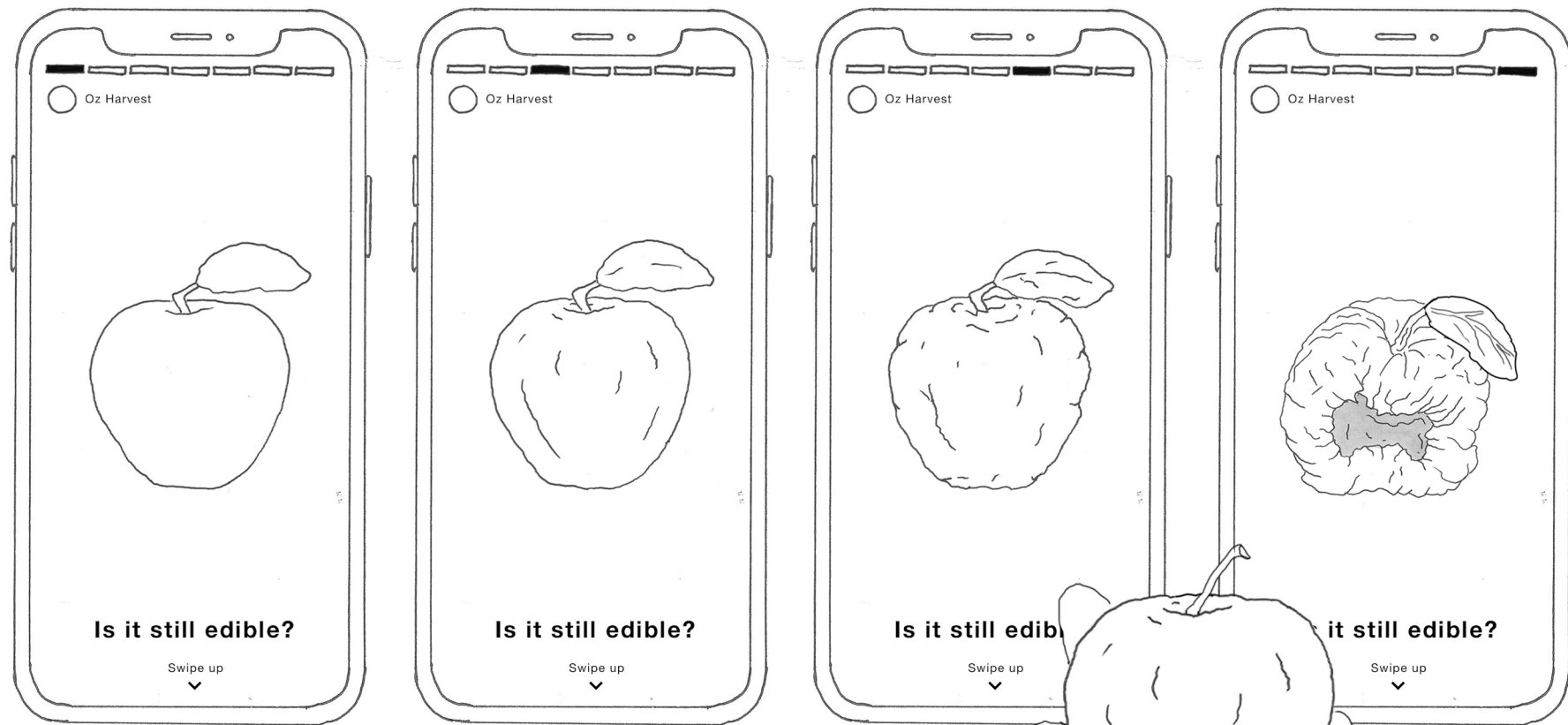
Topic:	Social
Client:	OzHarvest
Product:	Fight food waste
Target audience:	Young professionals with disposable income, living alone or with others
Keyinsight:	<p>Every year, over 5 million tonnes of food ends up in landfill, impacting the environment and the economy. The biggest wasters are Gen Y, who buy food but fail to meal plan, or forget to cook it when life gets in the way.</p> <p>They determine whether food is good to keep or not on whether it looks like the perfect specimens we see in Donna Hay magazines and ads. But bruised and floppy produce doesn't mean it should be binned. Because even though they're 'ugly', they can still taste delicious.</p>
Single minded proposition:	Ugly food can be beautiful
Support:	We need people to change how they value food, beyond what they see on the surface. We need to encourage them to use the food they would otherwise throw out, through blending (soups, smoothies), mixing (fritters, dips), and baked (tarts, pies) – thereby making minor blemishes like bruises, wilting, odd shapes irrelevant.
Media:	Ad spaces on social media channels. This can include sponsored posts, Facebook Canvas and Instagram stories.
Tone of voice:	Friendly and playful. Not preachy.
Mandatories:	OzHarvest logo Call to action to join movement at fightfoodwaste.org If hashtag required, use #fightfoodwaste



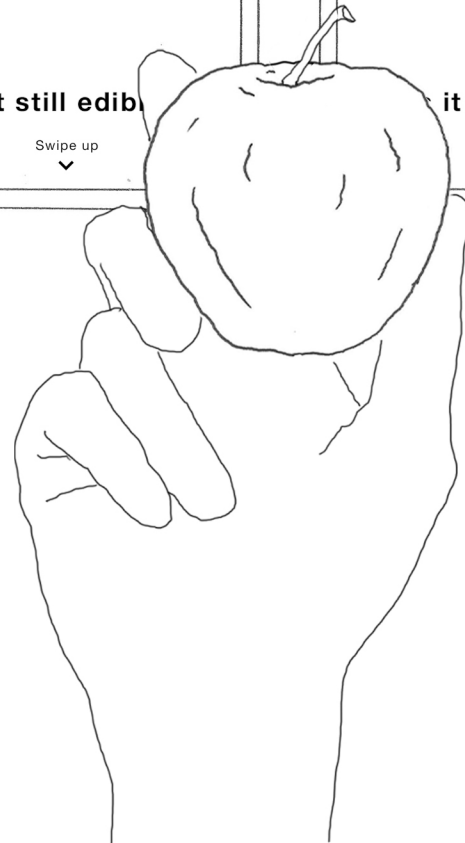
Still Edible Stories

Insight: Gen Y struggle to identify when food has gone off (or is about to), and rarely take the initiative to salvage it.

Idea: In an effort to fight food wastage, Oz Harvest will use Instagram stories in a stop-motion effect, showcasing the life cycle of different fruits and vegetables to educate users on stages of edibility.



Users can tap through and compare their own food to determine the stage.



Once users have matched their food, they can swipe up to learn different ways of making the most of each food item. Regardless the state the produce is in, there is always a positive result.

CREATIVE BRIEF

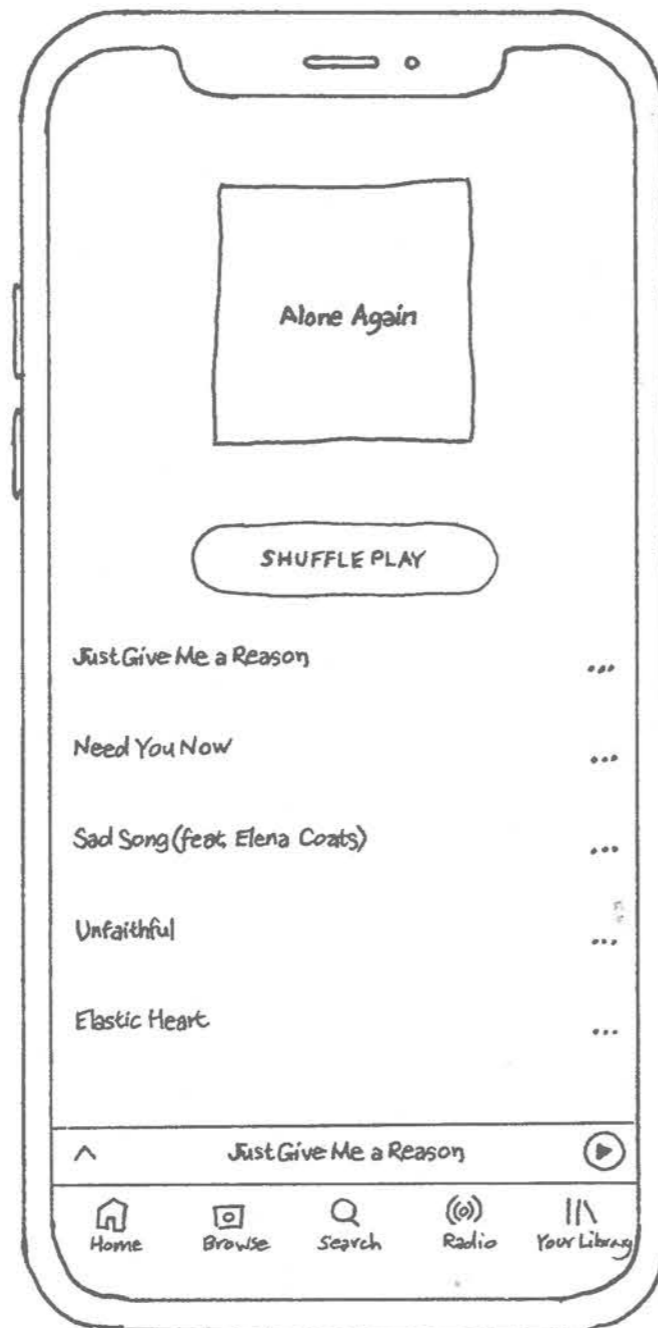
Brief Number: 6

Topic:	Digital
Client:	Coca-Cola
Product:	Entire Coca-Cola range
Target audience:	Millennials, aged in their 20s and 30s
Key insight:	<p>For generations, Coca-Cola has been the drink for just about everyone, everywhere.</p> <p>But today's Millennial consumers want more choice in what and where they eat (UberEATS), in what they watch (Netflix), at the pub (the explosion of craft beer), and, yes, even in their Coke.</p> <p>They want options, and to be able to choose a Coke for every mood and moment.</p>
Single minded proposition:	There's a Coke for every you
Support:	The world has evolved and so has Coke. With a wide variety of flavour and health variants (Classic, No Sugar, Stevia, Diet, Zero, and new Raspberry), there's a Coke for everyone to choose.
Media:	Digital. Think anywhere online or on mobile. Mobile apps, Google, banners, websites, AR, mobile-led VR. Not social or digital installations.
Tone of voice:	Fun and optimistic
Mandatories:	Must talk to the entire range and not focus on a specific variant.

Coke Feels

Insight: You can tell a lot about a person and their mood by the music they are listening to.

Idea: Coke partners with Spotify, releasing an add-on that monitors users' recently played music, suggesting a type of Coke reflective of their mood (ex: gym music/playlist = Coke Zero).



A notification appears with a redeemable voucher for the type of Coke that suits their recently played music.

CREATIVE BRIEF

Brief Number: 7

Take an existing product, and shift either its target audience, the product benefit, or the product use/occasion. Or, do something else. Whatever it is, change how or who its sold to create a new selling strategy. Complete the brief to explain your thinking, and then deliver an idea against this.

Topic:	Strategy
Client:	You decide
Product:	Any existing product
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

CREATIVE BRIEF

Brief Number: 7

Take an existing product, and shift either its target audience, the product benefit, or the product use/occasion. Or, do something else. Whatever it is, change how or who its sold to create a new selling strategy. Complete the brief to explain your thinking, and then deliver an idea against this.

Topic:	Strategy
Client:	Bose
Product:	Bose Noise-Canceling Headphones
Target audience:	Kids (and their parents)
Key insight:	Exposing young children to loud noises on a regular basis can have negative, long-term effects on their psychological and physical health.
Single minded proposition:	Block out the noise for better health
Support:	<p>Studies have shown that young children who are regularly exposed to loud noises can suffer both physical and psychological damage. Limiting their exposure to loud noises early on can minimise long-term effects such as depression, learning difficulties and cardiovascular issues.</p> <p>Bose has been leading the sound industry in noise cancellation. Their noise-canceling headphones are easily adjustable, fit for everyone in the family.</p>
Media:	Innovation
Tone of voice:	Comforting
Mandatories:	Bose logo and product

Bose Comfort Kits

Problem: Children who escape war-torn countries are at high risk of suffering significant emotional and physical trauma from the sounds alone.

Insight: Even though they may have escaped the physical threat, some children remain sensitive to loud, everyday noises in their new life.

Idea: Bose will partner with Unicef to provide aid at entry points to Australia and distribute 'Comfort Kits' containing noise-cancelling headphones to children as a means of sound therapy. Low frequency sound rhythms, proven to slow down heart rate and create feelings of relaxation, are streamed via bluetooth to offer reprieve at entry points. During 'Refugee Week,' proceeds from Bose sales will go to funding this cause.



Bose Comfort Kit:

Special packaging will be developed to include a teddy bear.



CREATIVE BRIEF

Brief Number: 8

Topic:	Integrated campaign
Client:	Blackmores
Product:	The Blackmores Sydney Running Festival
Target audience:	Australians of all ages and fitness levels
Key insight:	There are lots of benefits of running, whether it's leading a healthy lifestyle or simply being outdoors. But being a 'runner' can be intimidating, particularly if you only run to catch the bus in time. The Blackmores Sydney Running Festival means that, at least for one day, everyone can be a runner.
Single minded proposition:	Be part of the run for everyone
Support:	The Blackmores Sydney Running Festival contains 5 different events catering to different fitness levels. There's a Marathon (42.195 km), Half Marathon (21.0975 km), Bridge Run (10km), Family Fun Run (3.5km) as well as a Wheelchair Marathon (42.195 km).
Media:	Integrated. No media channel is off limits. You should have one central big idea that is executed across a <u>minimum</u> of three different channels.
Tone of voice:	Inclusive and motivational
Mandatories:	Blackmores are a vitamin company and the sponsors of this event. You aren't advertising the vitamins but the Running Festival itself.

Run Inspired

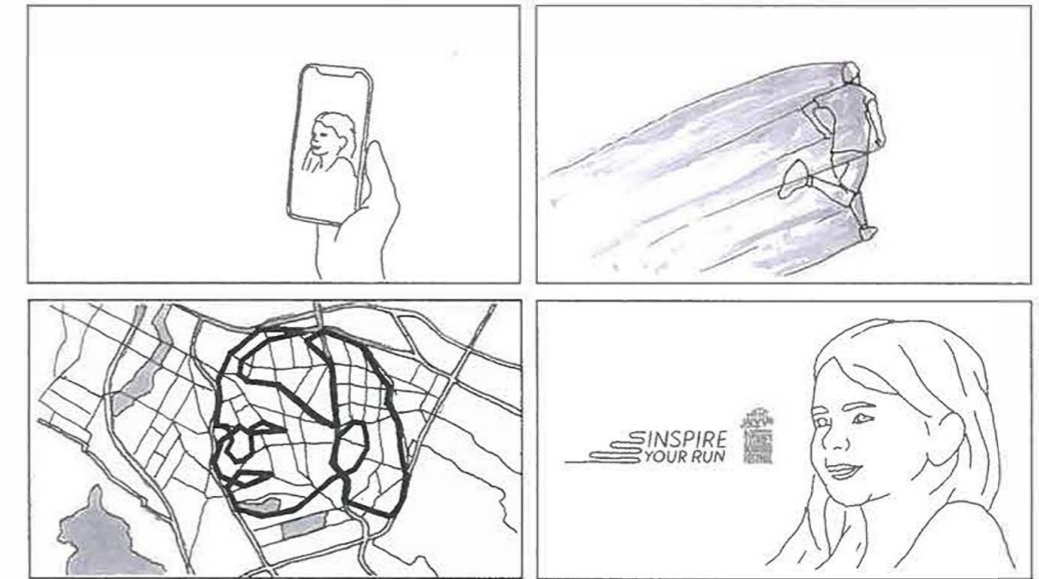
Insight: There's inspiration behind every action, and running is no different. Whether it be yourself, your family or your fur-baby – there's purpose every time you hit the pavement.

Idea: Blackmores will create a platform where users can run along tracks that are created from the very thing that inspires them. Leading up to the event, participants will be able to upload an image of their inspiration to the app, which will then be expressed through a series of running directions, which at the completion of your run, will be a recreation of their image. The most popular inspired run will be used as one of this years courses.

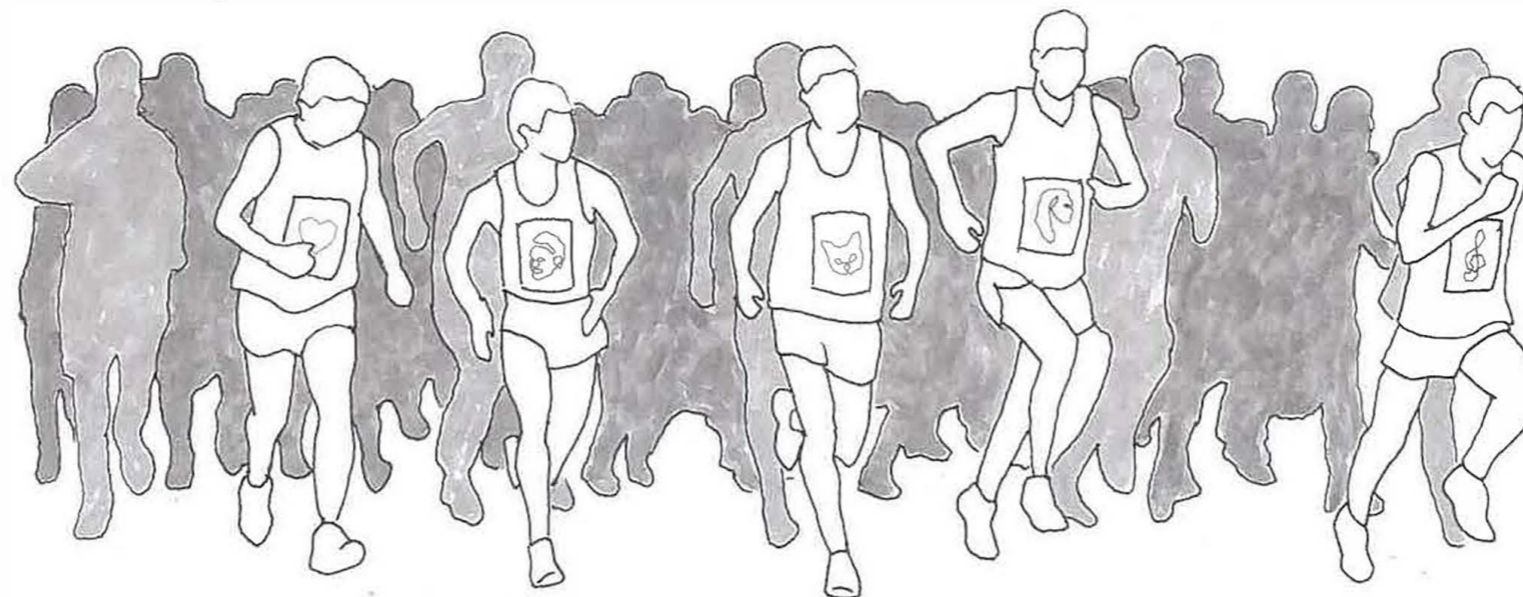
Digital / Social



TV

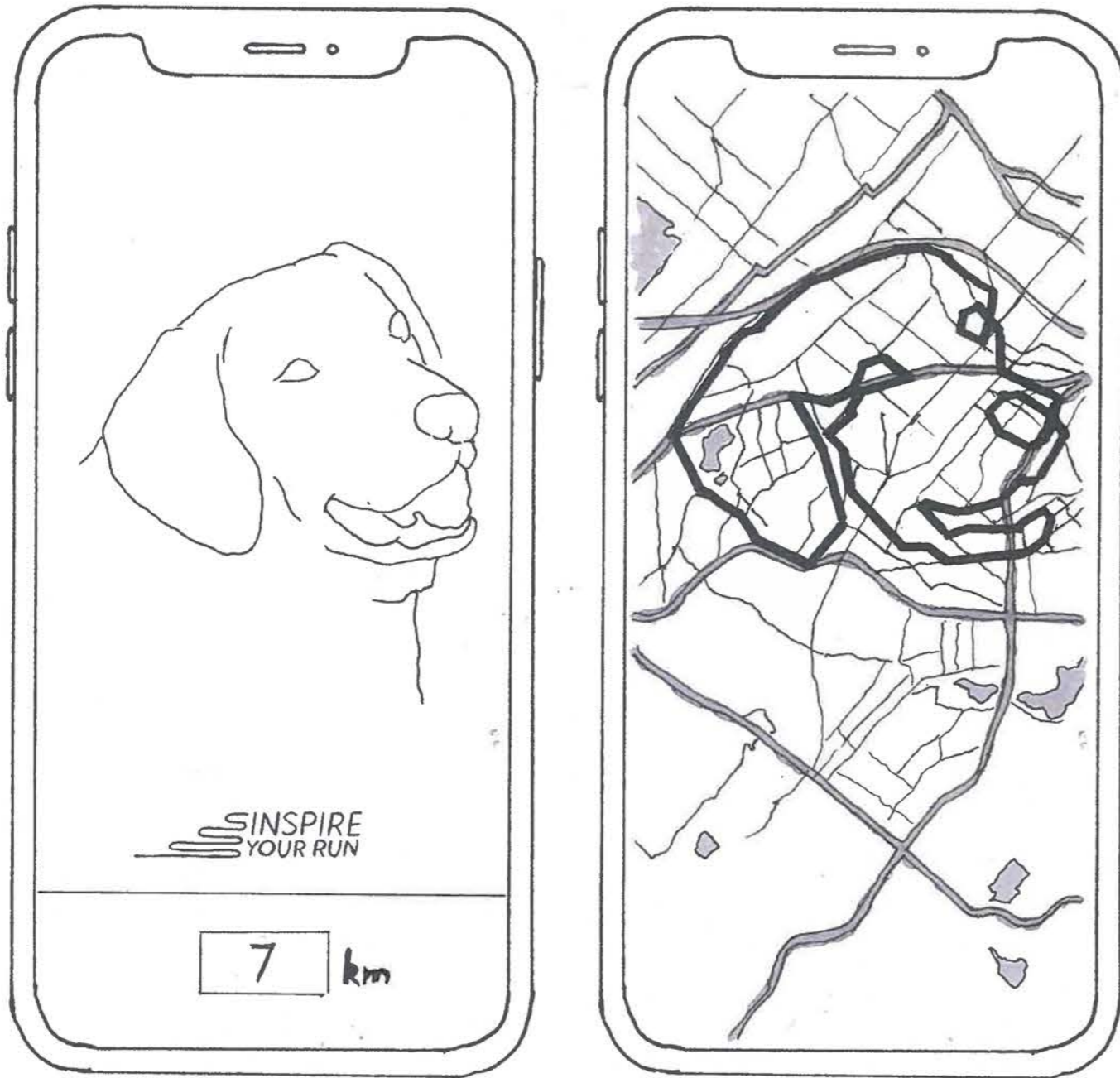


Outdoor / Experiential



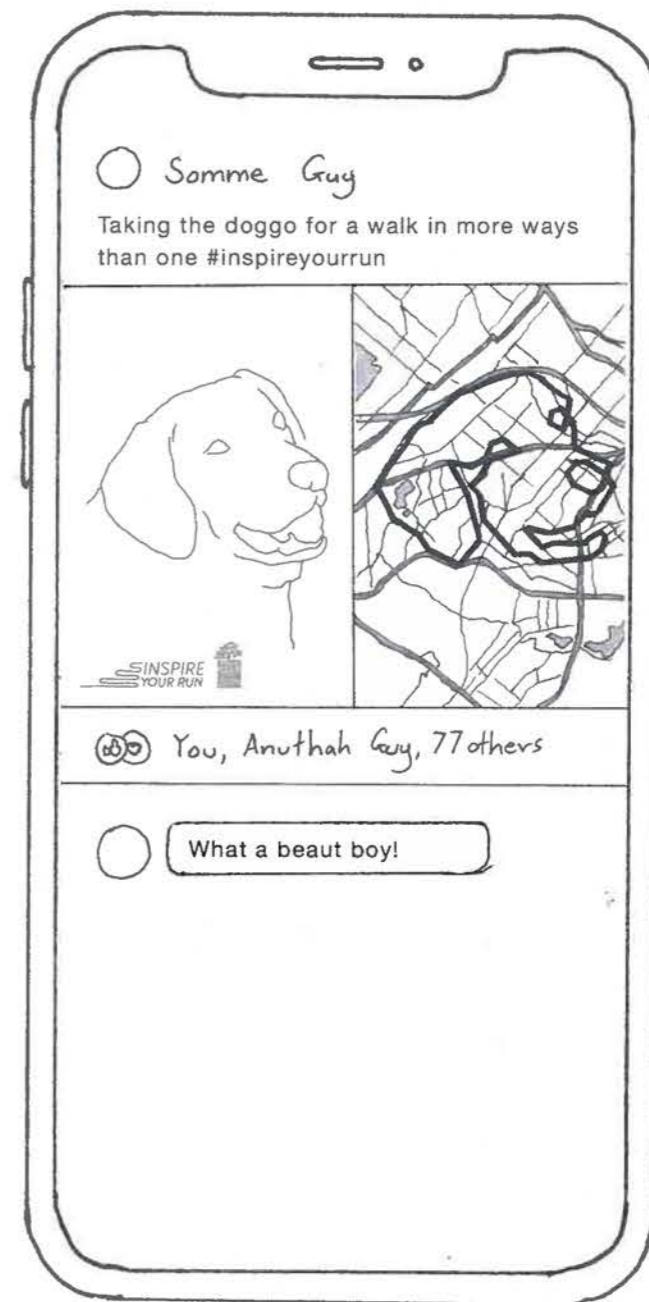
DIGITAL

Blackmores Sydney Running Festival App allows users to select a photo from their camera roll as inspiration and transform it into a unique running track personal to them, complete with turn-by-turn directions. Only at the end of the course is the resulting image revealed.

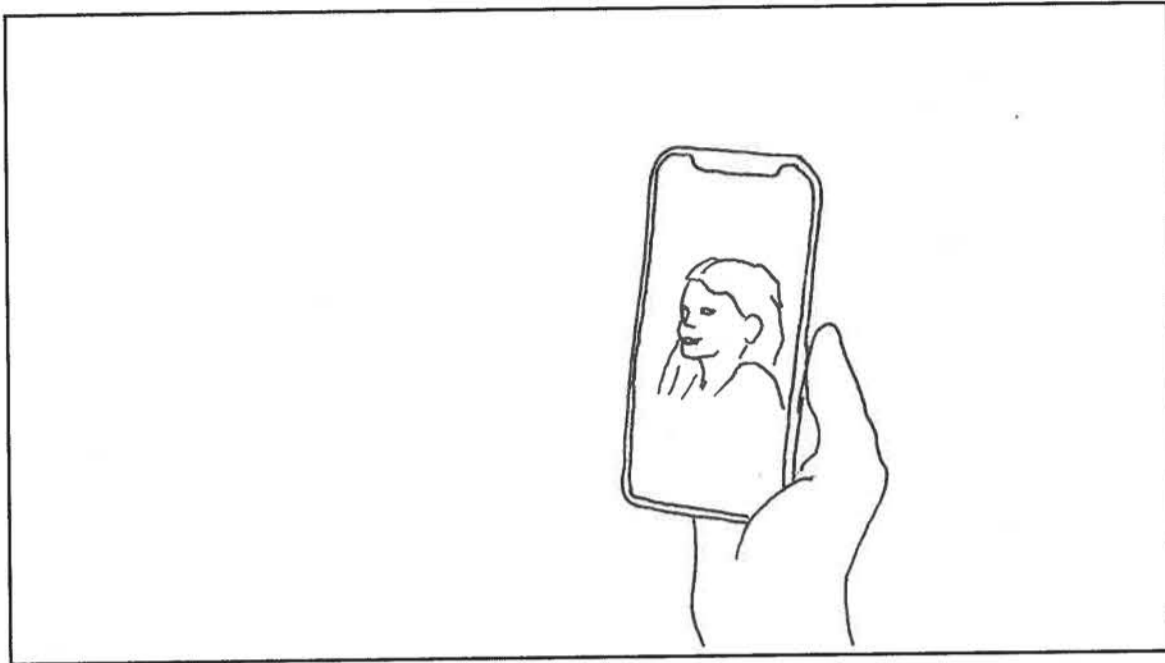


SOCIAL

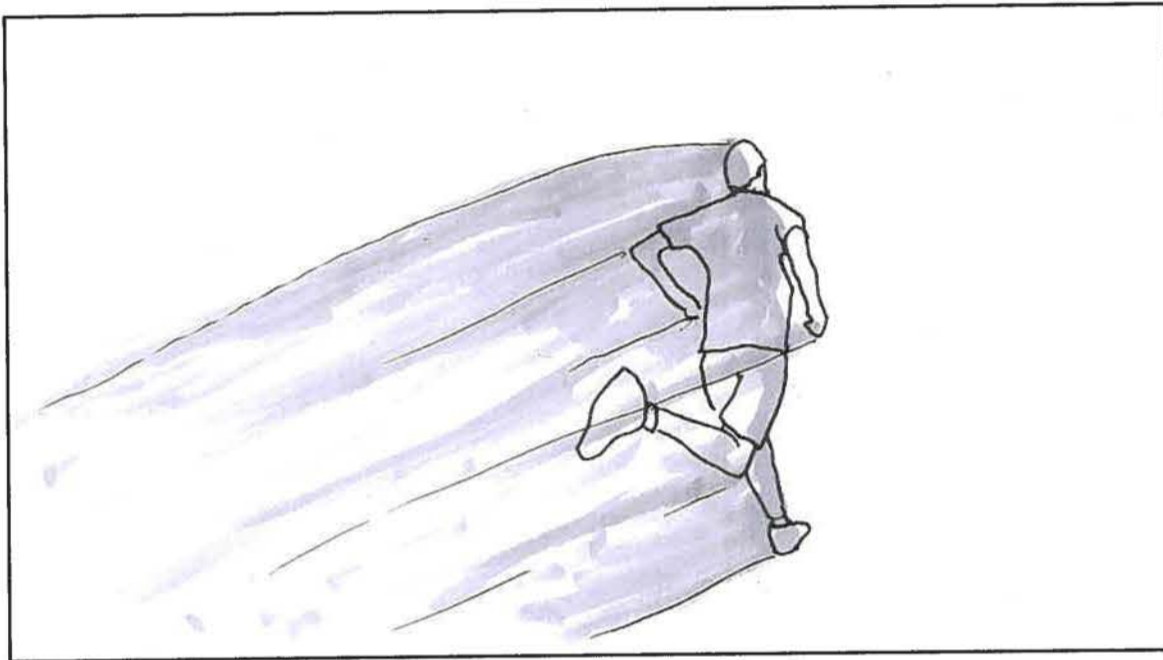
Once the course is run, the completed track can be shared across social media, prompting conversations among friends.



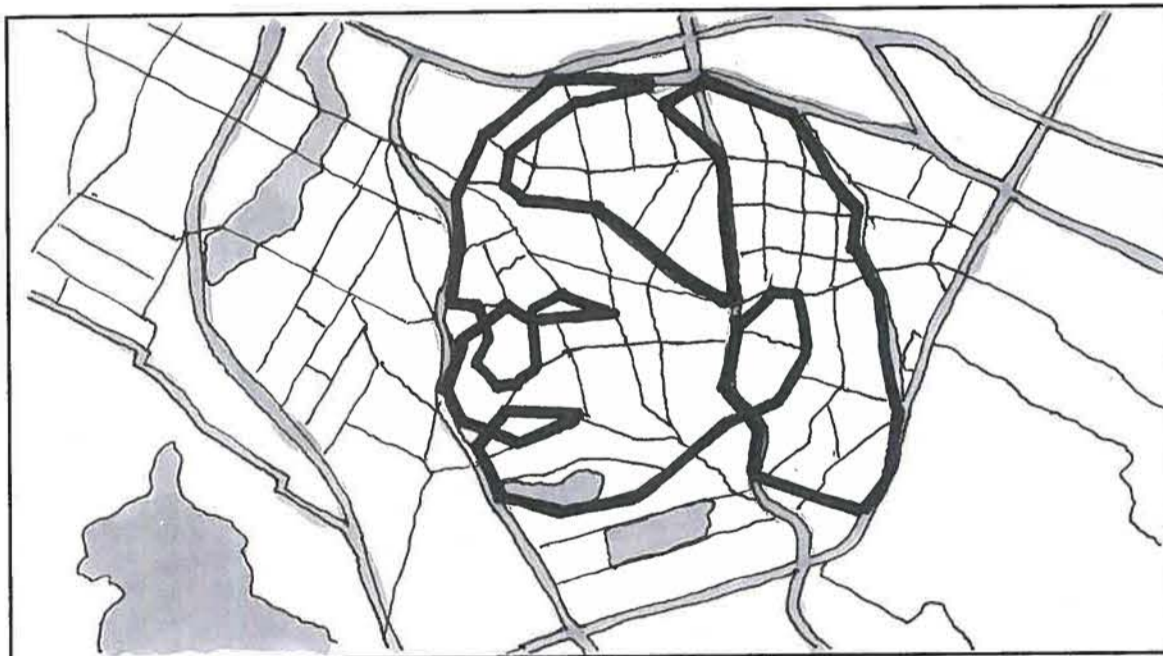
TV



Open on a Dad looking at a photo of his daughter.
He puts his headphones in and starts running.



As he runs, a bright digital trail follows him.



Perspective starts to rise and transitions to a
high aerial view, revealing the trail as a line-art
over the roads.

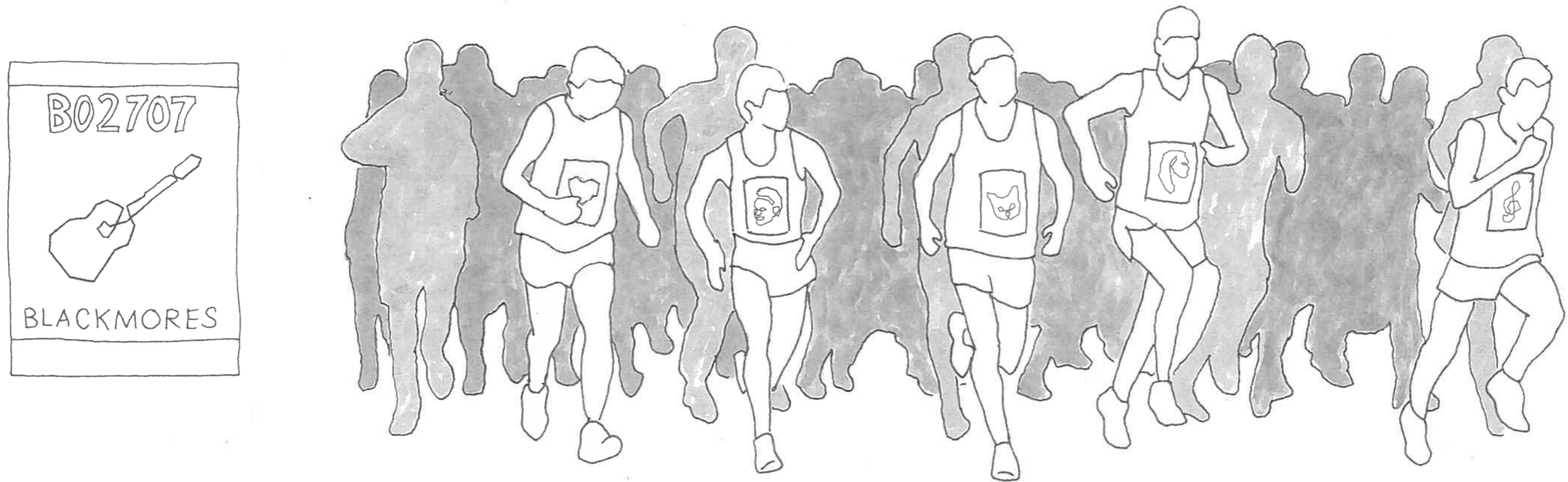


The line-art blends into the photograph he was
looking at in the beginning.

VO: Inspire your run. Download the app and
paint a better future for your fitness. Register
for the Blacmores Sydney Running Festival.

OUTDOOR / EXPERIENTIAL

Prior to the event, participants will be able to select their favourite creation and use it as a personalised bib for the festival, showcasing their pride in what inspired them.



CREATIVE BRIEF

Brief Number: 9

Topic:	Outdoor/Experiential
Client:	Qantas
Product:	Non-stop flights from Perth to London
Target audience:	Australian travelers
Key insight:	<p>Australians are eager and enthusiastic travelers, thanks to our healthy disposable incomes, generous annual leave periods, and connections around the world.</p> <p>But the 'tyranny of distance' means that flying to Europe has been something endured rather than enjoyed. The new Qantas route enables Aussies, no matter where they live to spend less time transitting and less time in the air.</p>
Single minded proposition:	Australia and England have never been closer.
Support:	The QANTAS Dreamliner Perth to London is the first non-stop flight between the two countries. It can take over 2 hours off the journey for people on the Eastern Seaboard and 3+ hours for those in Perth.
Media:	Outdoor/Experiential. Think static and digital billboard, ambient media, stunts, and experiences.
Tone of voice:	Vibrant and exciting, capturing the sense of anticipation of a holiday.
Mandatories:	Must include the specific Perth to London route and the Qantas logo.

QANTAS VIEW MASTER

Insight: The new QANTAS Dreamliner flight from Perth to London allows Australians to get to their destination sooner than they think.

Idea: To celebrate the ease of access to London, QANTAS install digital window displays on their domestic fleet that upon descent feature the iconic London skyline, as though arriving in the UK. This draws the parallel between a short domestic flight and the usual lengthy journey.



CREATIVE BRIEF

Brief Number: 10

Topic:	Gamechanger
Client:	The Workplace Gender Equality Agency
Product:	Pay equality
Target audience:	All Australians, focusing on those with cultural sway (e.g., influencers, CEOs, policy makers)
Key insight:	Australia suffers from a 15-18% pay gap, which is the most drastic at parenthood. Because of myths, biases, and outdated stereotypes, once women become mothers, they are <i>less</i> likely to be hired and are seen as <i>less</i> competent, leading to lower pay – known as the 'Motherhood Penalty'. In contrast, fathers are <i>more</i> likely to be hired, and are seen as <i>more</i> competent. We need to raise awareness of this issue, so that one's personal life of becoming a mum doesn't impede their progress.
Single minded proposition:	Let's put an end to the Motherhood penalty
Support:	<p>The Motherhood Penalty exists because of prehistoric notions of mums being 'caregivers' (while dads are 'breadwinners'). There is no statistical proof that mums become less productive after giving birth. Instead, parenthood has been shown to promote interpersonal communication, flexibility, and being more assertive – beneficial workplace skills.</p> <p>To do this you could brand a moment to generate mass awareness. Create a business network to realise positive outcomes, or create a physical symbol to highlight this inequality.</p>
Media:	Anything that helps redefine the way we advertise. A new product, a Netflix series, a new piece of tech, a social movement - something we've never seen before.
Tone of voice:	Empowering, intelligent, provoking.
Mandatories:	Must feel like it could change behaviour

THE 2019 CANNES LIONESSE

THE YEAR WE CHANGED THE WAY WE LOOKED AT MOTHERS



Problem: Women are viewed as less competent in the workplace once they become mothers.

Insight: The most influential media companies and corporates in the world attend Cannes, with its Lion trophy seen as the symbol of success and achievement.

Idea: In 2019, the famous Cannes Lion becomes the Cannes Lioness. Sending an impossible to ignore statement about the amazing capabilities of mothers in the workplace, and a strong message of support to start a much needed global conversation about the motherhood penalty. The symbolism of the lion/lioness is powerful as it also challenges the ingrained notion of mothers being 'caretakers' and fathers being 'breadwinners,' where within their natural habitat, the lioness is the huntress ('breadwinner') and the lion is the 'caretaker.'

Not only would this message be widely covered by the media, the eventual winners and their industry leaders will have a daily reminder proudly on display, to keep the issue top of mind.



Every Lion in 2019 is a Lioness.