CREATIVE BRIEF

Brief Number:	**1**
Topic:	**Poster** An outdoor poster, as words and/or images only. Clever use of media will be in a later brief. This week, just focus on what's in the rectangle.
Client:	Sanitarium
Product:	Up and Go Blends
Target audience:	Busy young people
Key insight:	Young people are trying to fit more into their days, so are less likely to eat breakfast at home
Proposition:	**The fastest brekkie**
Reasons to believe:	• Handy on-the-go popper carton • Australia's #1 liquid breakfast is now available in three delicious and on-trend flavour combos • All the ingredients you'd expect for breakfast - fruit and nuts, milk and oats, with no added sugar.

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Get straight into it.

UP & GO

CREATIVE BRIEF

Brief Number:	**2**
Topic:	**Outdoor Poster / Billboard** Think out-of-home static and digital billboards, including special builds. Anything that can be contained within the paid media space (e.g. an experiential action on a paid billboard site is fine. A flash mob is not)
Client:	ADT Home Security
Product:	Interactive Home Security
Target audience:	Homeowners across Australia
Key insight:	With more couples working and singles living alone, homeowners are spending more time away from their homes, and from the valuable people and things inside.
Proposition:	**There when you're not**
Reasons to believe:	• 24/7 live video stream of your home • Check in on family or pets to make sure they're home safe • Arm and disarm your security system remotely • Turn lamps and appliances on at home, from wherever you are

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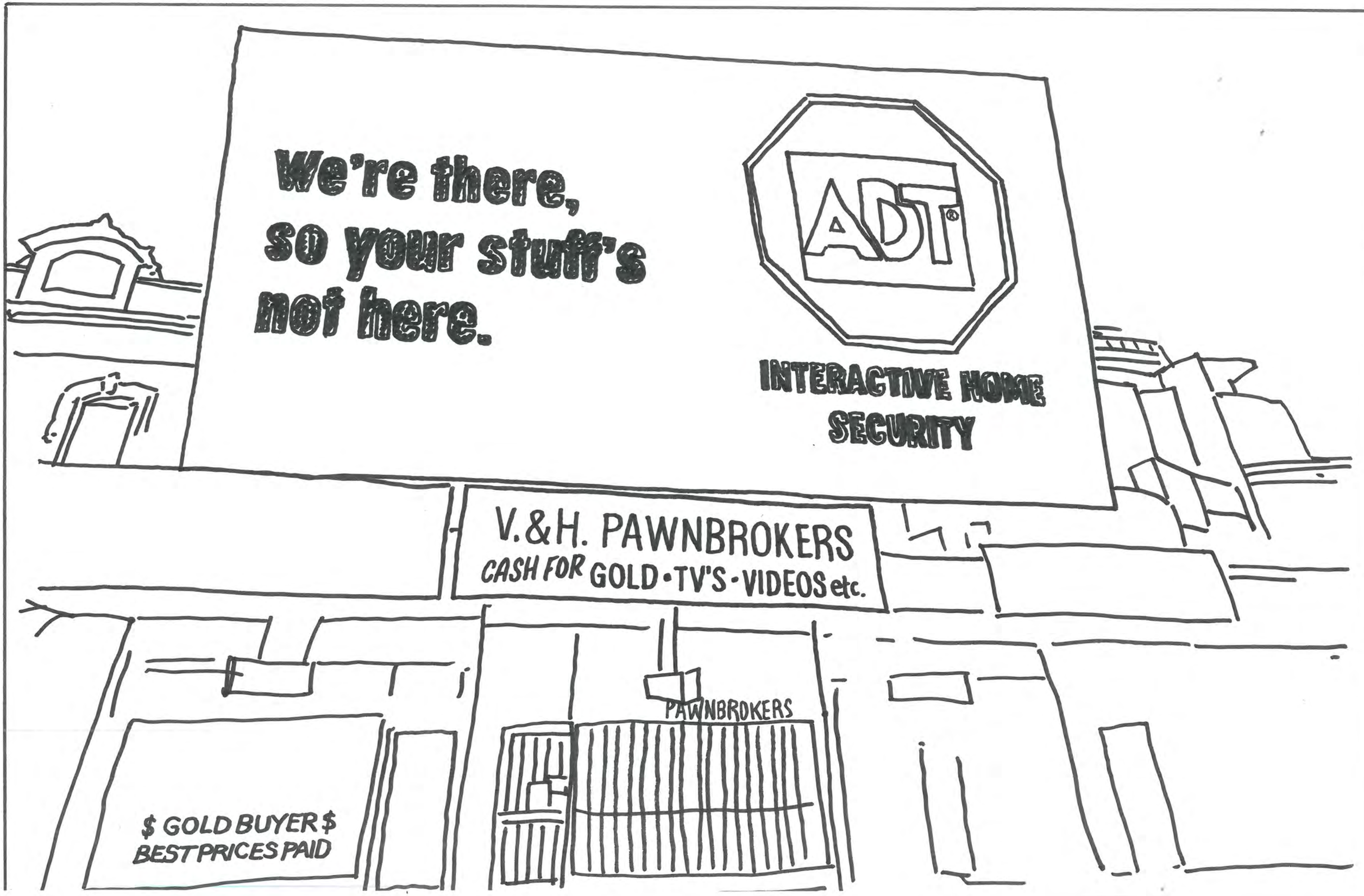
We're there,
so your stuff's
not here.
ADT®
INTERACTIVE HOME
SECURITY
V.&H. PAWNBROKERS
CASH FOR GOLD • TV'S • VIDEOS etc.
PAWNBROKERS
$ GOLD BUYER $
BEST PRICES PAID

CREATIVE BRIEF

Brief Number:	**3**
Topic:	**Radio** 30 second radio ad
Client:	UberEats
Product:	UberEats
Target audience:	Baby boomers (approx. 54-74 years old)
Key insight:	Baby boomers are more adventurous with their lifestyle than previous generations, but haven't yet adopted on-demand food delivery
Proposition:	**Taste the world at home**
Reasons to believe:	• Restaurant-quality food at home • No need to call or travel to pick up • New flavours and cuisines to experience • Access to restaurants beyond your local area

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UBERLEAKS

[M1: Julian Assange]
[VO: mature male announcer]

M1 Hi, I'm Julian Assange, and I'm here to let you in on a little secret. When I'm not leaking classified documents, I love exploring the flavours of the world. But if I get sick of Ecuadorian, I just open UberEats, and rifle through the hidden delights of everywhere from Cuba to Yemen. Plus, they bring it straight to me, so it's perfect for when I, uh, "don't feel like" leaving the house.

(SFX: doorbell ringing)

Matter of fact, I think that's them right now!

(SFX: door opening)

Hello... oh, shi... (<- cut off by SFX ↓)

(SFX: hitting and scuffling)

VO UberEats – secret flavours of the world, right to your door.

CREATIVE BRIEF

Brief Number:	**4**
Topic:	**TVC / Cinema** 30 second film ad
Client:	Australian Government
Product:	Childhood vaccination programs
Target audience:	Parents of children between 6 months and 4 years old
Key insight:	The long-term benefits of vaccines are hidden because they work. But the consequences of not vaccinating might see your child never grow up.
Proposition:	**Let your child have a future**
Reasons to believe:	• All childhood diseases we vaccinate against can cause serious illness or death • All vaccines available in Australia have been thoroughly tested for safety and effectiveness and are continually monitored • Skipping or delaying vaccinations puts your child and those around you at risk of contracting serious illnesses

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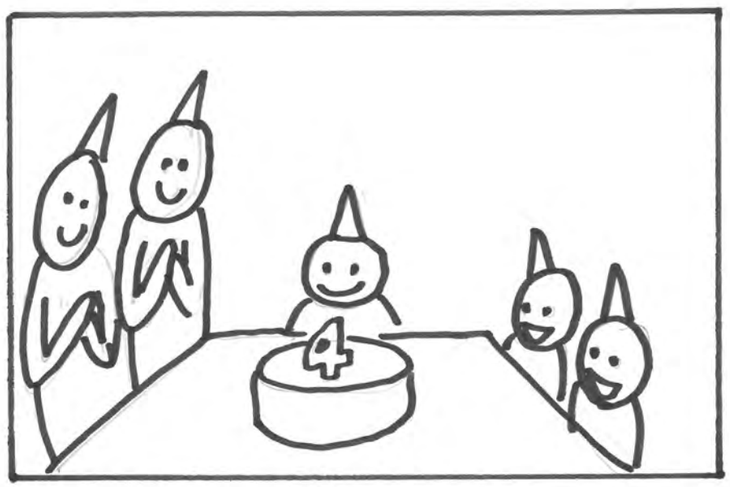
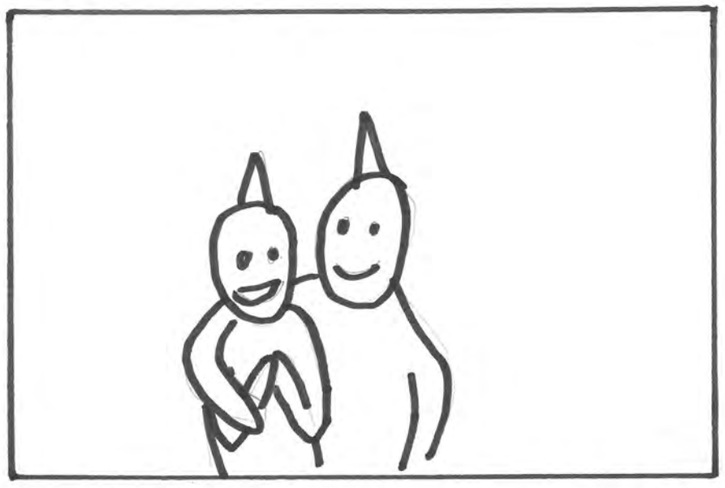
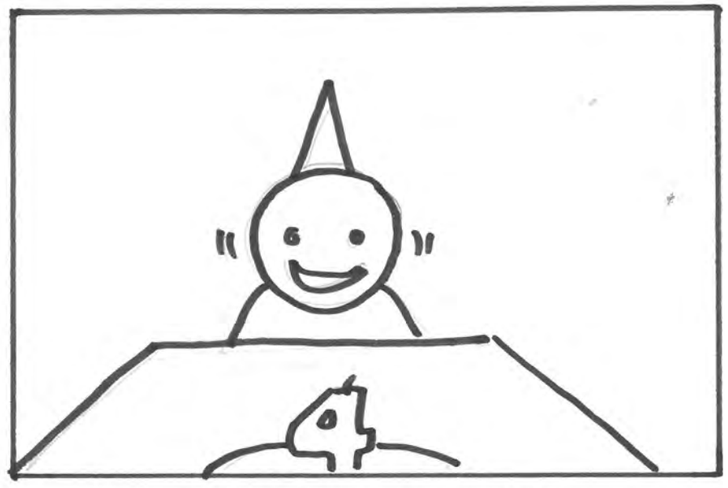


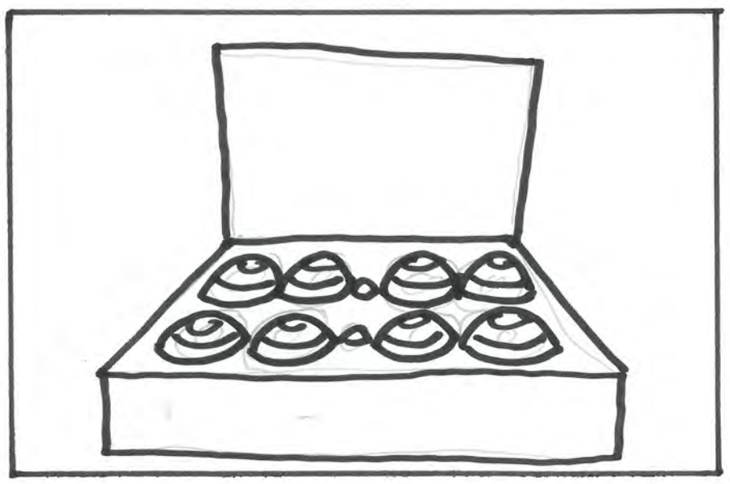
(Child's birthday party scene, birthday song just finishing, applause)



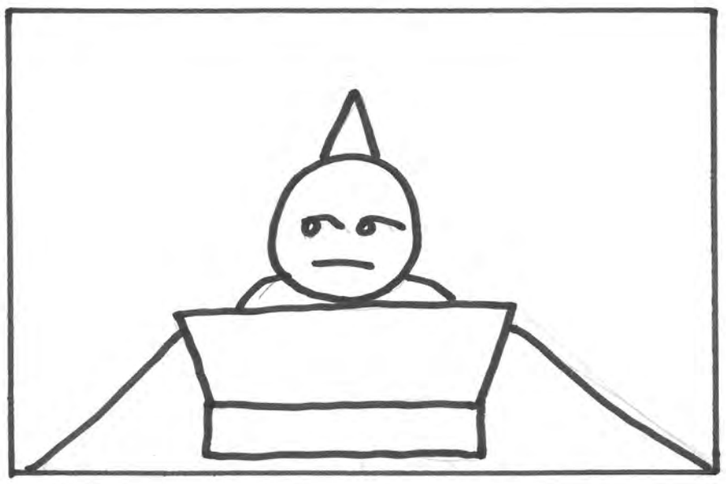
PARENT: OK, are you ready for your present?



(Kid nods enthusiastically)



(Box placed on table, opened - it's a set of lawn bowls)



(Kid looks confused, disappointed)

THEY'LL APPRECIATE IT WHEN THEY'RE OLDER.

Australian Government

CHILDHOOD VACCINATION PROGRAM.

CREATIVE BRIEF

Brief Number:	**5**
Topic:	**Mobile** Anything on mobile that's inherent to the way people use it, or gets people to use mobile in a new way. This could include Tinder, Facebook, YouTube, Snapchat, Instagram, Spotify, Uber etc.
Client:	Whitelion (www.whitelion.asn.au)
Product:	Fundraising
Problem	Young offenders are often perceived by society as inherently bad, meaning people feel less inclined to donate to a charity like Whitelion. The truth is, many young people end up in juvenile justice due to impossible choices and being victims of circumstances rather than being 'bad kids'. We need to change the public perception about these perpetrators, and help people understand what these troubled young people have gone through.
Target audience:	Australian mothers of both kids and teens
Key insight:	Mums know that kids 'act out' when there's something else going on for them. Maybe they're hungry, tired or anxious. Kids express their needs in the only way they know how. They don't judge their kids as 'bad', but instead seek to understand what's happening under the surface.
Proposition:	**Help the kid behind the crime**
Reasons to believe:	• Over 50,000 children and young people are in 'Out of Home' care, over 23,000 are homeless and 10,000 are in the youth justice system • Young offenders have no access to services that can help keep them from returning to jail and break the cycle • A donation to Whitelion helps provide practical support to young people - access to food, clothing and hygiene for individuals, or programs that deliver access to positive role models and a pathway to education and employment, helping to rehabilitate young offenders and also prevent at risk youth ending up in prison.

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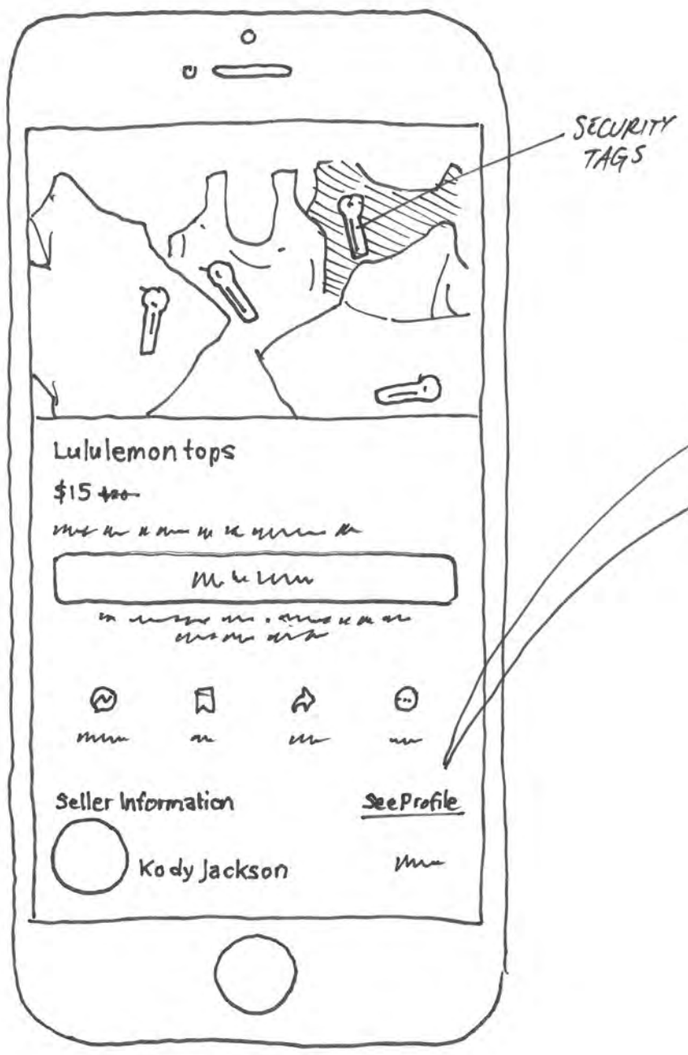
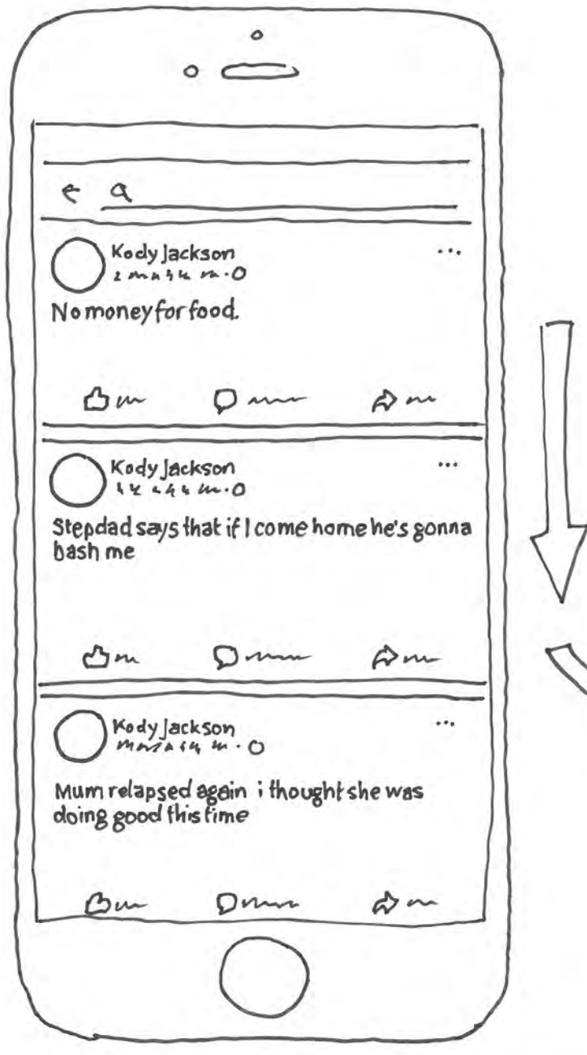
WHITELION "CRIMELINES"

We all know our Mums love to have a good snoop on Facebook. Let's utilise this insight to get them to see the "kid behind the crime".



1. Use Facebook Marketplace to put some fake sale items up, obviously stolen i.e. lululemon tops with security tags still on them, enticing viewer to check out seller's profile...



2. Sellers timeline is a series of candid status updates, telling a backwards story of how they ended up in a position to be selling stolen goods...

3. Next on timeline is a Whitelion link, incentivising users to find out more about the organisation and donate.

CREATIVE BRIEF

Brief Number:	**6**
Topic:	**Digital** Digital exists all around us. On desktops, Google, as innovative new technology, even as A.I. What can you use (or invent) in the digital space?
Client:	Dollar Shave Club
Product:	Razor delivery service
Target audience:	Men who shave
Key insight:	Shaving is a necessity, not a luxury. No one wants to pay too much for the basics.
Proposition:	**The cheapest way to shave**
Reasons to believe:	• Low-cost razors delivered to your door - reusable handles with replacement blades for the price of disposables • Tailor your frequency of new products to suit you – monthly or every other month - so you only pay for what you need • No fees to join

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V-BUCK SHAVE CLUB

The only discernable difference between razors is price, right?
Let's demonstrate this by releasing two identical, clean-shaven outfits in Fortnite,
except the DSC one is a way better deal.
2000 V-bucks (in-game currency) vs. 1 V-Buck.
You do the math.

FORTNITE

FEATURED ITEMS

RAZOR TROOPER
Outfit

2,000

DSC RAZOR TROOPER
Outfit

1

In the game, nobody knows the difference.
Just like real life.

CREATIVE BRIEF

Brief Number:	**7**
Topic:	**Experiential / Ambient** An idea that consumers can interact with when they're out and about. Think about ambient media, stunts, pop up shops, installations, and experiences.
Client:	CommBank
Product:	Apple Pay
Target audience:	CommBank customers with an iPhone
Key insight:	While we've all been left stranded without our wallet, we never go anywhere without our phones.
Proposition:	**A smoother way to pay**
Reasons to believe:	• Easy set-up on your iPhone • Just tap your device on the terminal to pay • Leave your wallet at home • More secure than your physical credit or debit card • Automatic storing of your receipts and transactions in the CommBank app

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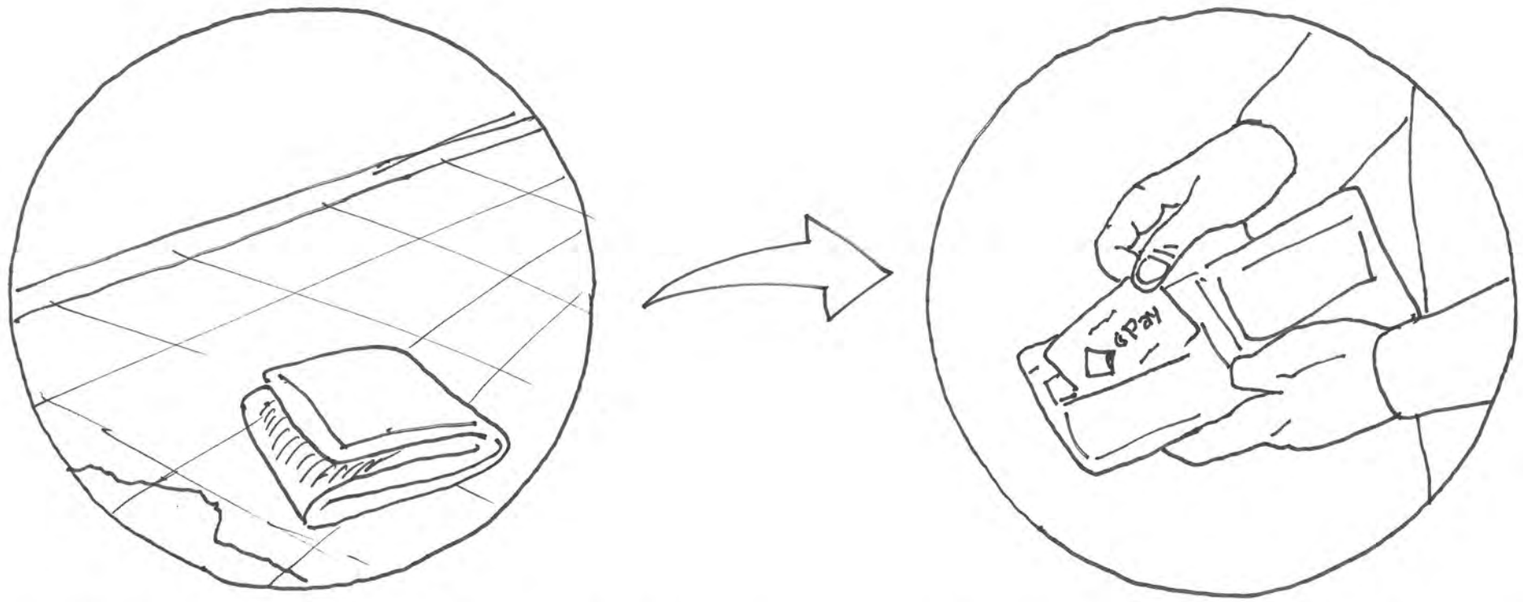
Lost Wallets



1. We leave "lost wallets" on the ground in high foot traffic areas
i.e. Fed Square, Southern Cross Train Station

2. People pick them up to check contents...

3. Inside wallet, one card:

It's all good. I've got

Pay

Be Smooth. Lose your wallet.

CREATIVE BRIEF

Brief Number:	**8**
Topic:	**Media** Anything that redefines the *way* we advertise. A new product, a Netflix series, a new piece of tech, a social movement – something we've never seen before. Something that changes culture, how we consume advertising, and the way people think and talk about something.
Client:	TigerAir
Product:	TigerAir brand
Target audience:	Domestic travellers
Key insight:	Air travel is expensive, so sometimes means that we miss out on priceless moments of togetherness with friends and family who aren't close to home
Proposition:	**Unmissable moments are worth travelling for**
Reasons to believe:	• TigerAir offers routes across Australia • The events that matter most to you (reunions, sports events, weddings) only happen once • Always low fares so you never have to say you can't go

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UNMOSHABLE MOMENTS

People often watch videos online as a substitute for the real thing.
But rocking out in your lounge isn't quite the same as the snakepit.
Perhaps people just need a subtle reminder.

Metallica - Live from Edmonton, Canada (August 16th 2017)
3,850,344 views

23K 1.4K SHARE SAVE

Let's replace the playhead on YouTube scrub-bar with a Tigerair plane for certain videos - live concerts, sport highlights, cultural events
It echoes the elapsed duration displayed in-flight, and creates an easy association with flying and these unmissable moments.
Let's remind people that being there is everything, and TigerAir makes it easy.

CREATIVE BRIEF

Brief Number:	**9**
Topic:	**Integrated Campaign** You should have one central big idea that is executed across a minimum of three different channels that work best for your campaign idea and target audience. No media channel is off limits.
Client:	Volkswagen
Product:	Transporter van
Target audience:	Small business owners
Key insight:	Business owners are always seeking and capitalising on opportunities as they arise. They need a vehicle that can tackle anything business life throws at them.
Proposition:	**The most flexible van**
Reasons to believe:	• The Transporter can handle a large load • Configure your van how you want it (roof height, doors or windows, and how many seats) • 4Motion tech (all wheel drive) to tackle city and country roads

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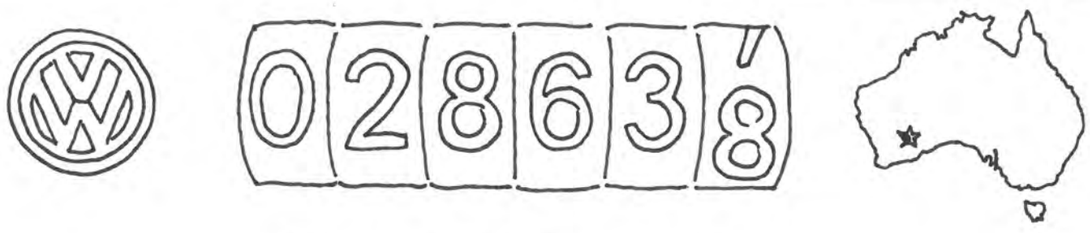
TRANSPORTER: THE VAN FOR EVERY BUSINESS

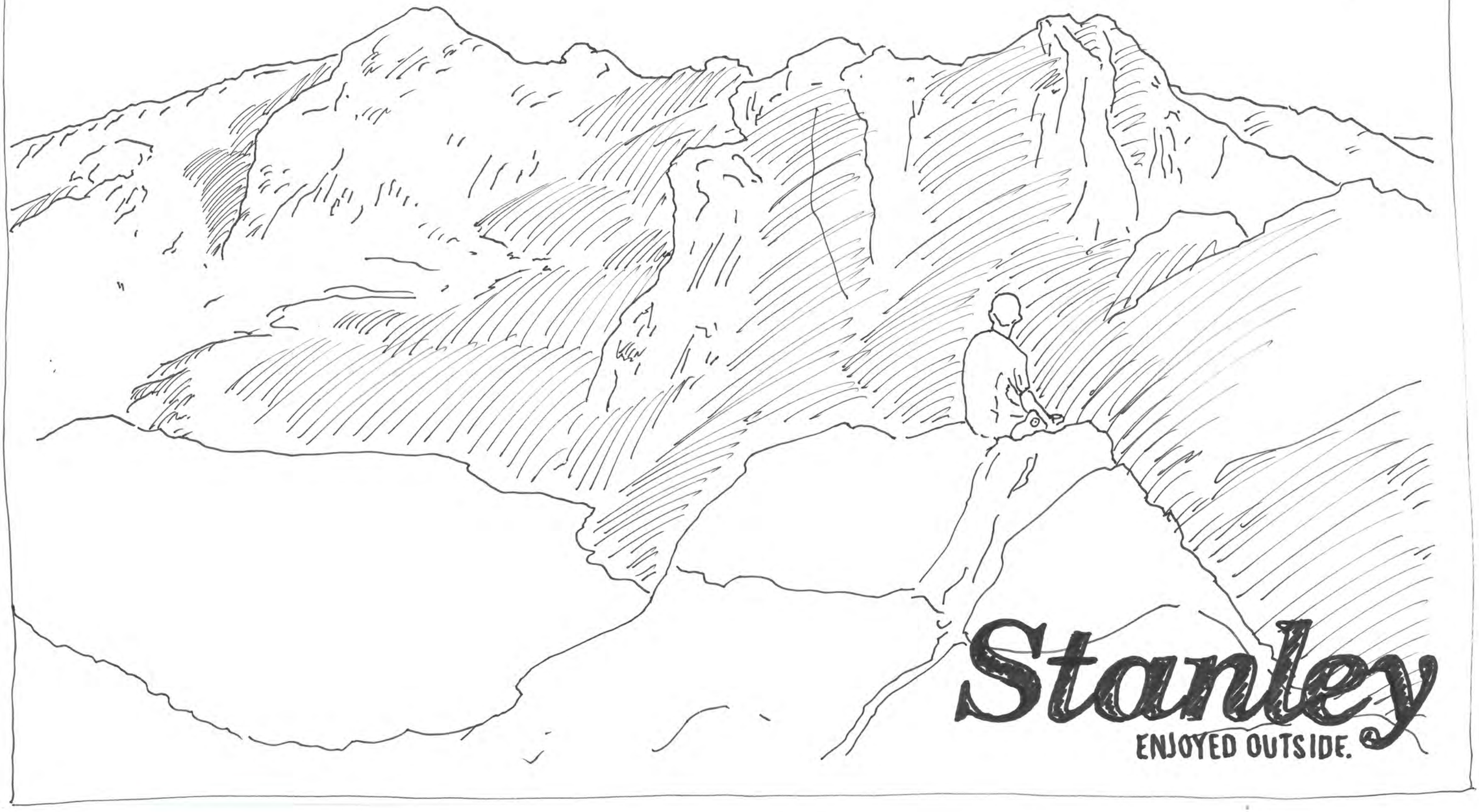
The VW Transporter's flexibility makes it the perfect van for any business - so let's take one van on an epic road trip around Australia and lend it for free to small businesses everywhere, whatever they do!

DIGITAL:
Central website, supported by social accounts.
We're tracking our van throughout Australia. How many kms it's done, where in Australia it is, how it's looking - but most importantly, *what small businesses are using it.*
Businesses get advertising via the website platform, *the Transporter showcases its versatility.*

PRINT:
Grass-roots media, starting with classifieds and posters on community notice-boards, a "too good to be true" offer that will gain momentum.
Businesses sign up and book in their time with the Transporter as it journeys around Oz.



EXPERIENTIAL:
The van itself!
The Transporter becomes a celebrity as it travels around.
VW prints decals for the businesses who sign up, which accumulate as souvenirs on our beat-up but reliable ol' Transporter.

Brief Number:	10
Topic:	Strategy
Deliverables:	1/New strategy and brief 2/ Accompanying creative idea
Client:	Stanley Wines
Product:	Stanley 4L Casks
Target Audience:	Active, outdoorsy young professionals
Key insight:	Young people who are over the club scene are getting out of the city for active trips such as hiking, camping and cycling but still enjoy a drink after their efforts. However, bottles and cans are too unwieldy to take long distances.
Proposition:	**The wine for the great outdoors**
Reasons to believe:	- Stanley's flexible packaging makes it easy to pack away into your outdoor gear - Available in many varieties of red and white - Generous size means you can share a drink with your friends after an adventurous day - Small and light amount of waste to transport back with you

DRINK IN THE VIEW