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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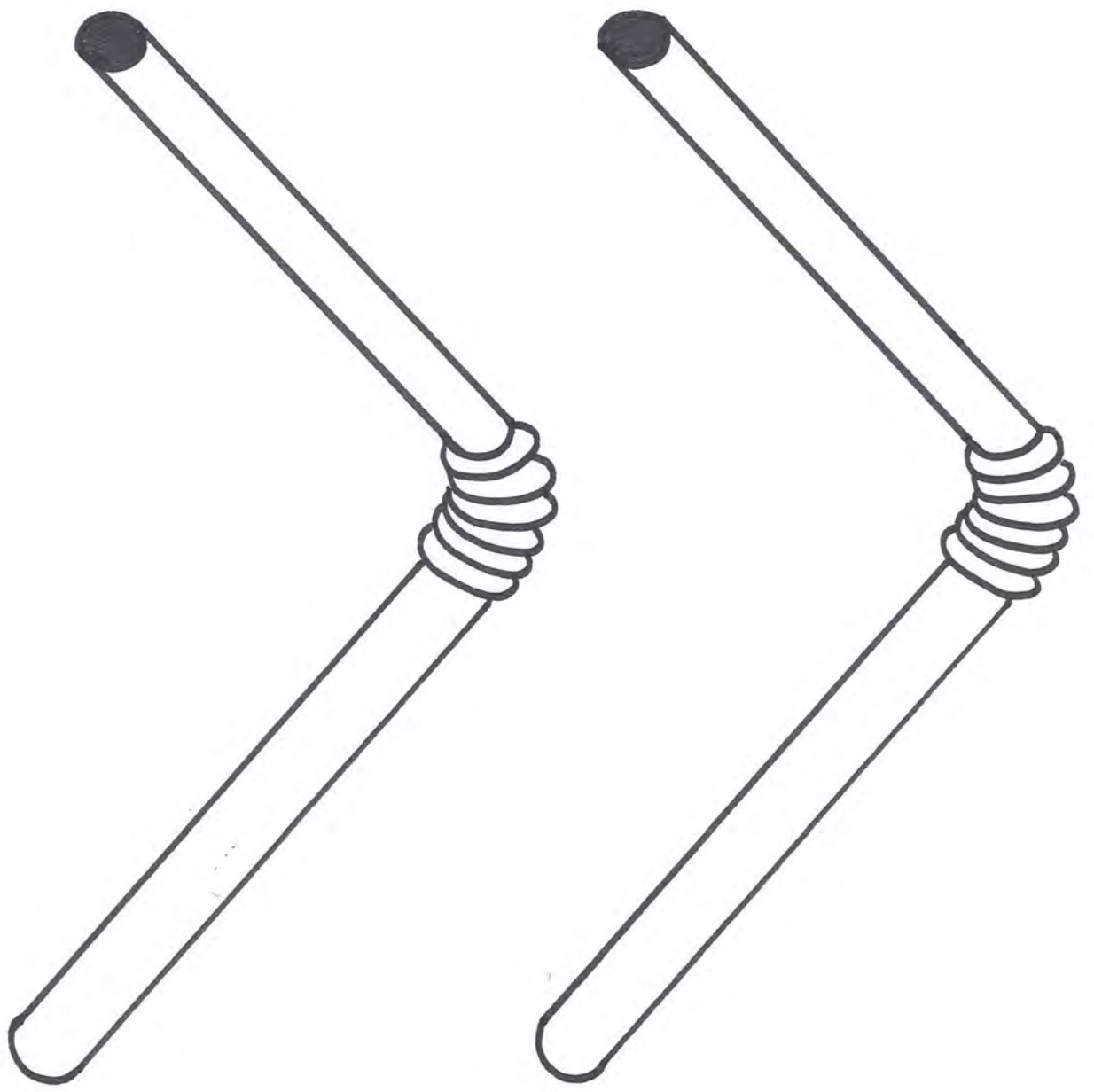

Breakfast forward

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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Leave a pair at home

ADT

VIDEO HOME SECURITY

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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UberEats - Mispronunciation 30”

Australian guy trying to pronounce foreign dishes.

SFX	Japanese music in the background plays through
Customer	Yeah I’ll have the: Ed-eye-mum-aye, Salmon susie-me and the Teary-ark-eye chicken
SFX	Music stops. Silence.
Waiter	Can you repeat that?
SFX	Big sigh from customer
VO	Hard to say, easy to order. UberEats

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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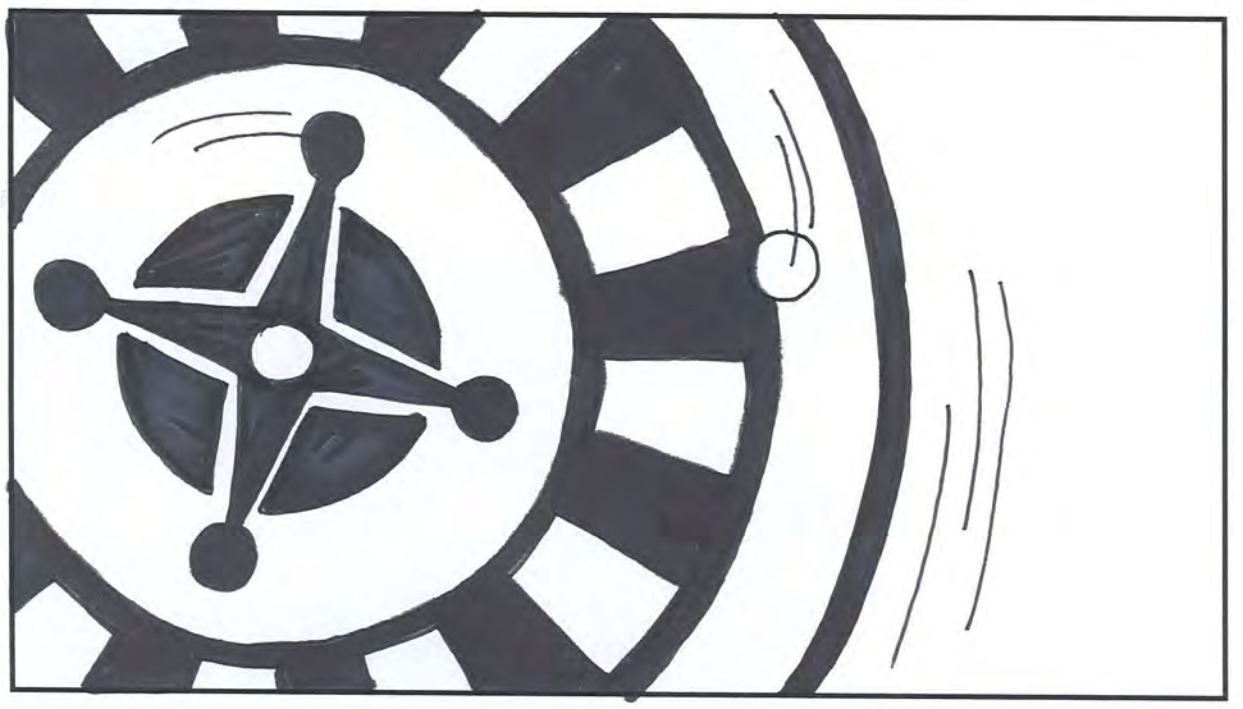
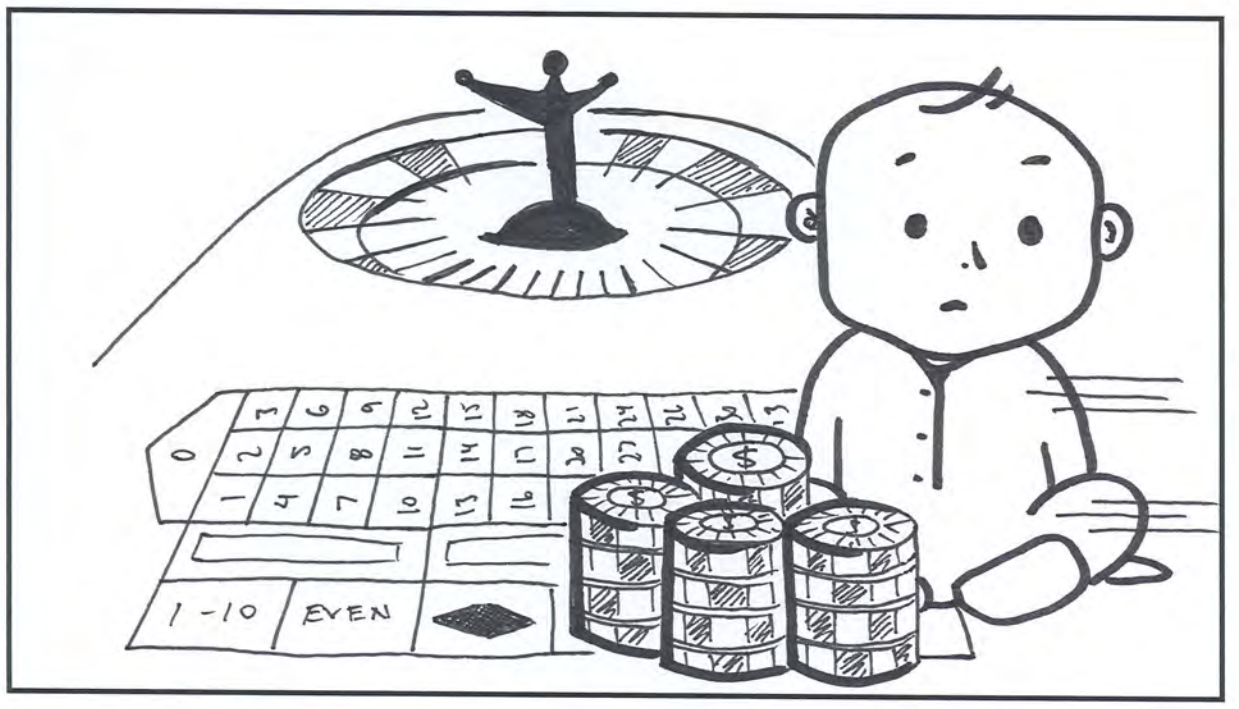
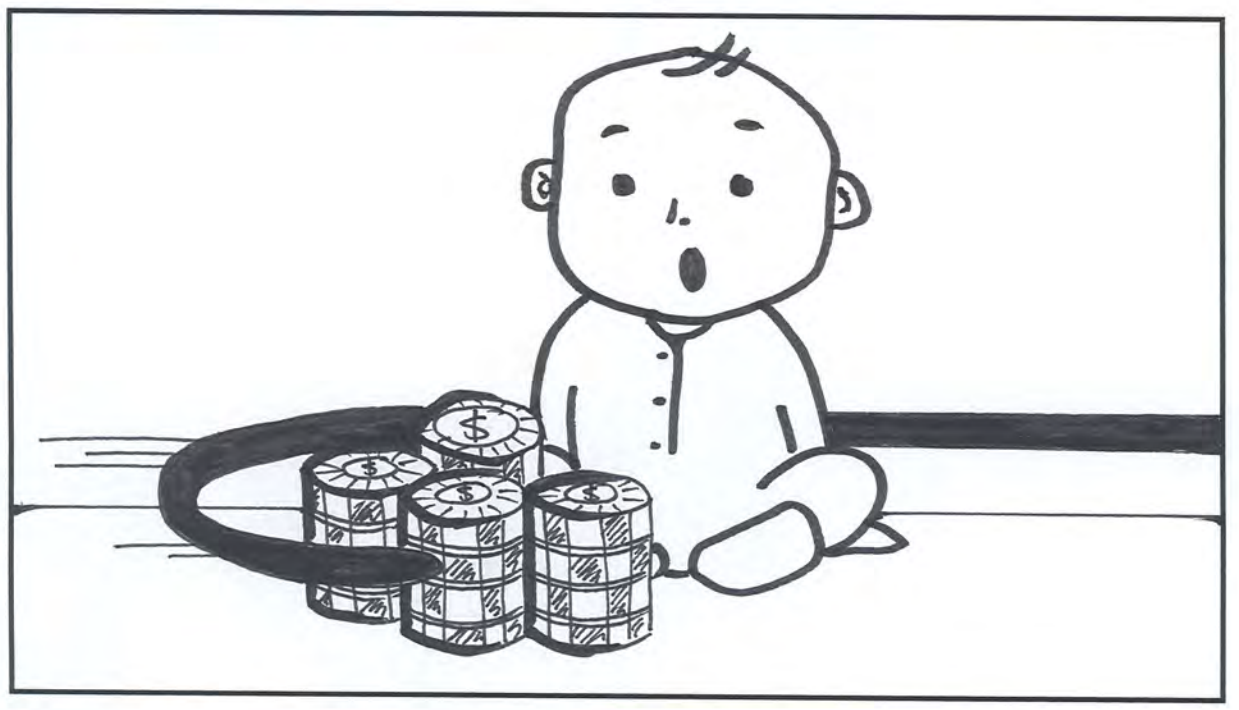


Rouelette wheel spinning, ball bouncing around irratically.



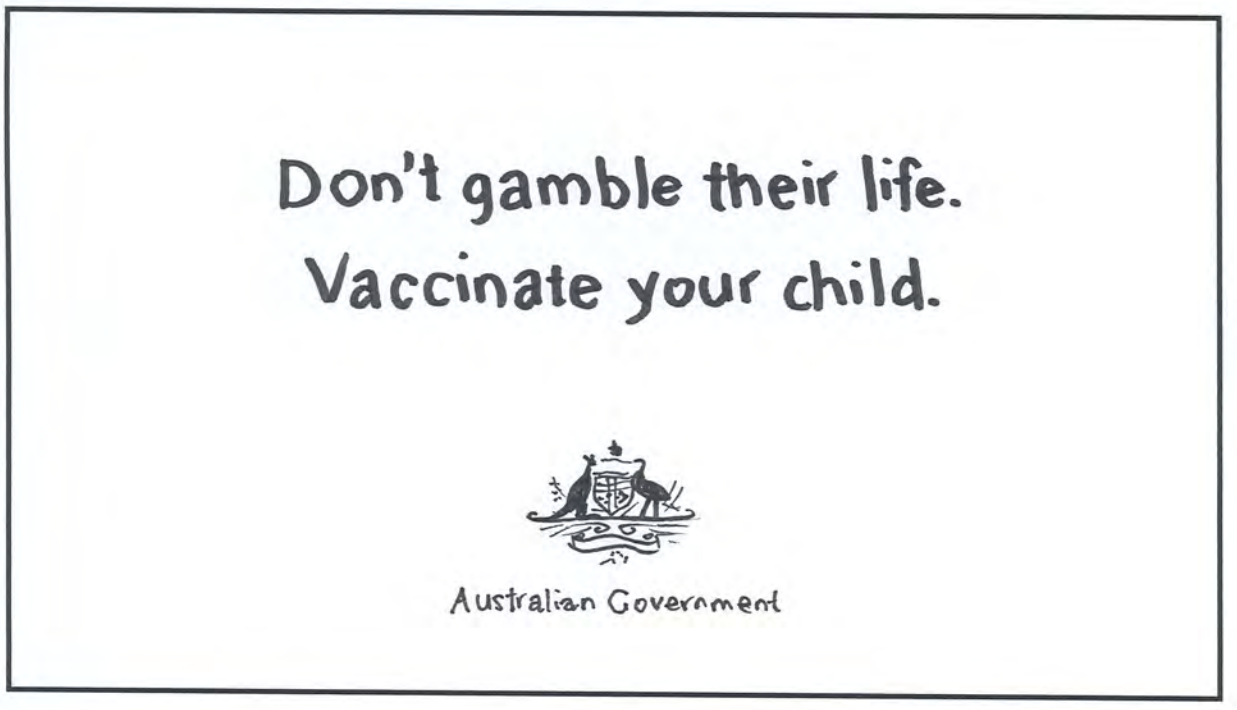
Chips get piled up on the table and a baby gets slid in behind them all.

Gambler: All in on red.



Dealer: It's black!

Chips and baby get collected with the rouelette rake.



SUPER: Don't gamble their life. Vaccinate your child.

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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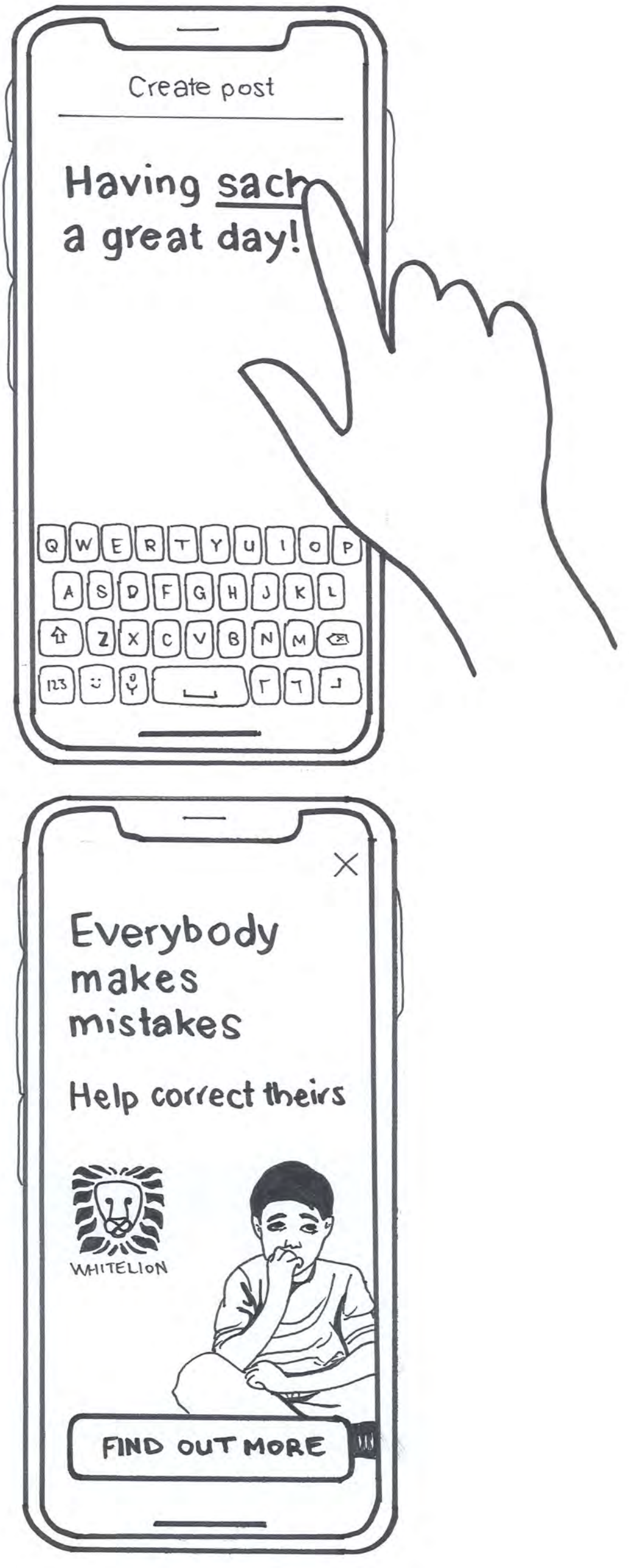
Whitelion - Nobody's perfect

Insight: Everybody makes mistakes every day, especially kids. It's the severity of these mistakes that differs.

Idea: When people are ammending their own mistakes, allow them to also help a kid with theirs.

How it works:
When a spelling error is made, Facebook underlines it allowing the user to correct it.

Pressing the incorrect word to fix it then prompts the user with a message from Whitelion.



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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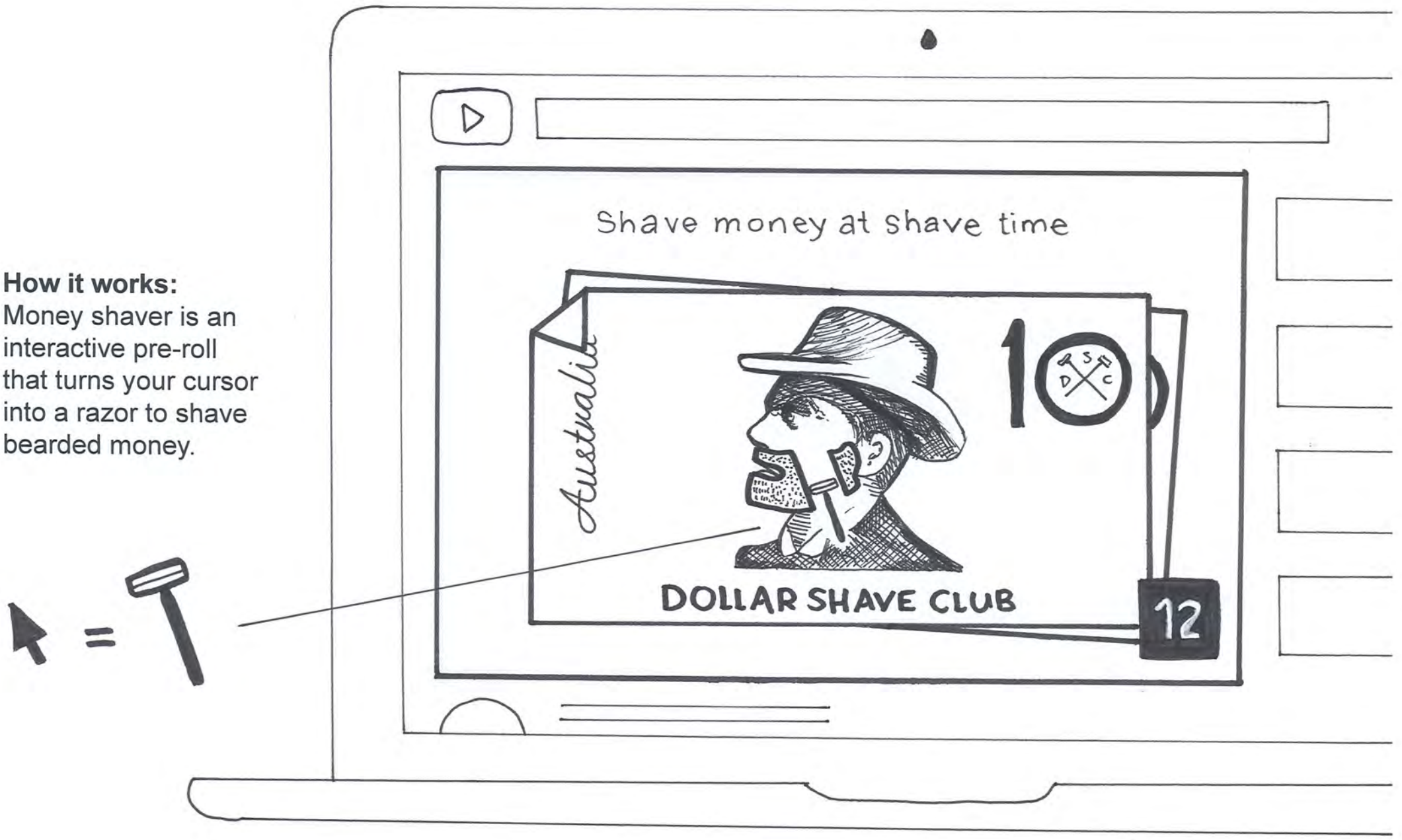
Dollar Shave Club - Money Shaver

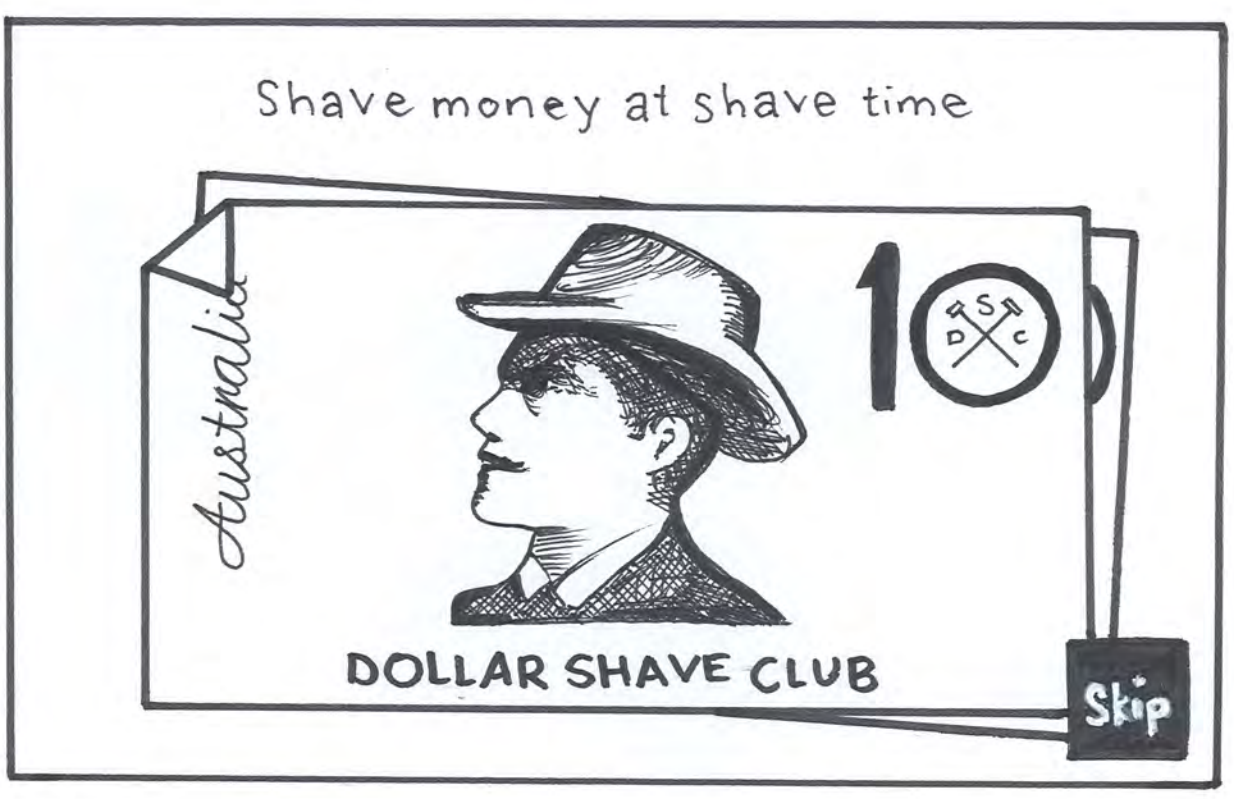
Insight: Nobody likes to spend more than they need to or waste time.

Idea: Dollar Shave Club saves you money and time by letting you shave money and time.

How it works:
Money shaver is an interactive pre-roll that turns your cursor into a razor to shave bearded money.



Once completely shaved you can skip to your video faster than a normal pre-roll, shaving time.



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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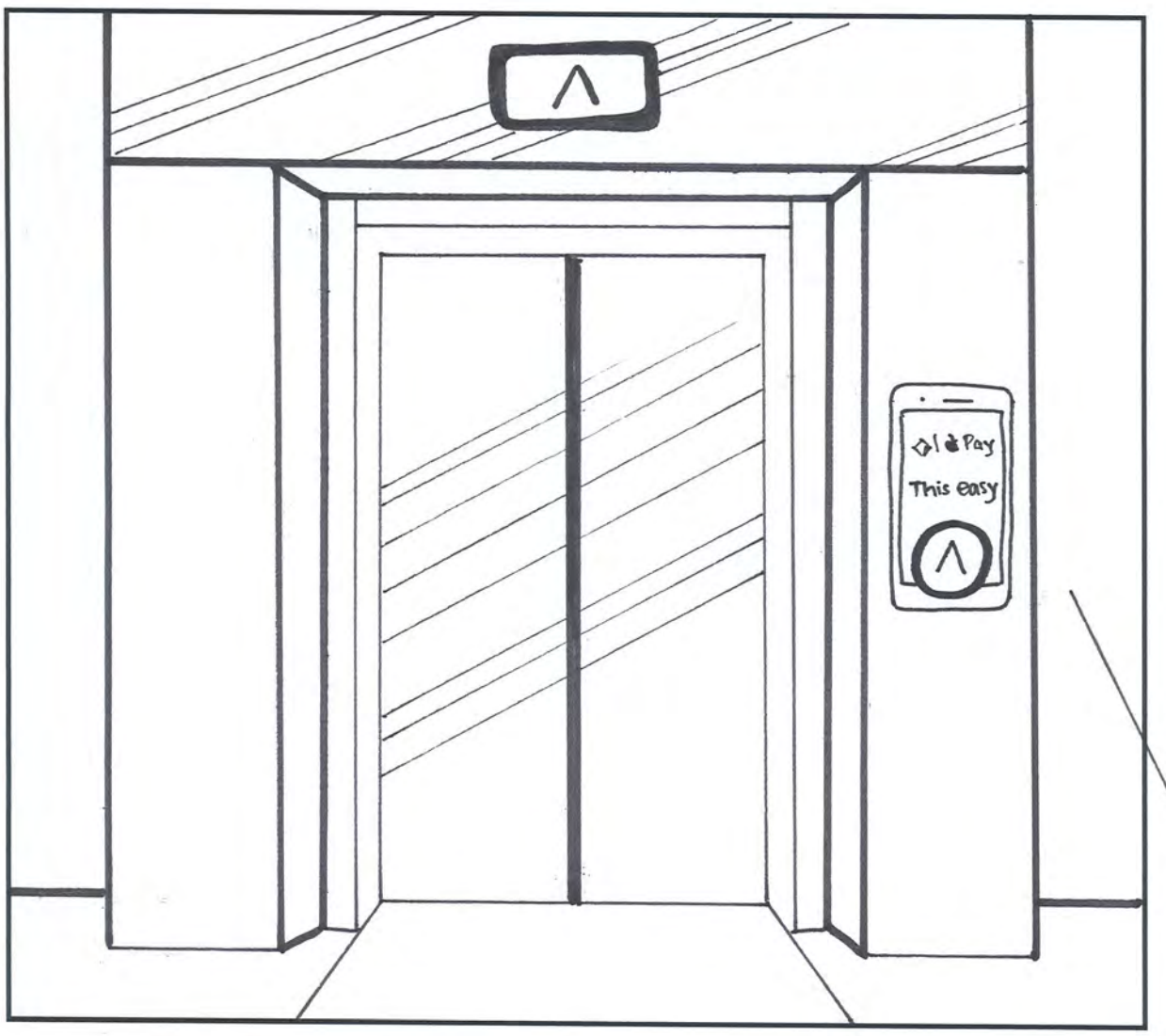
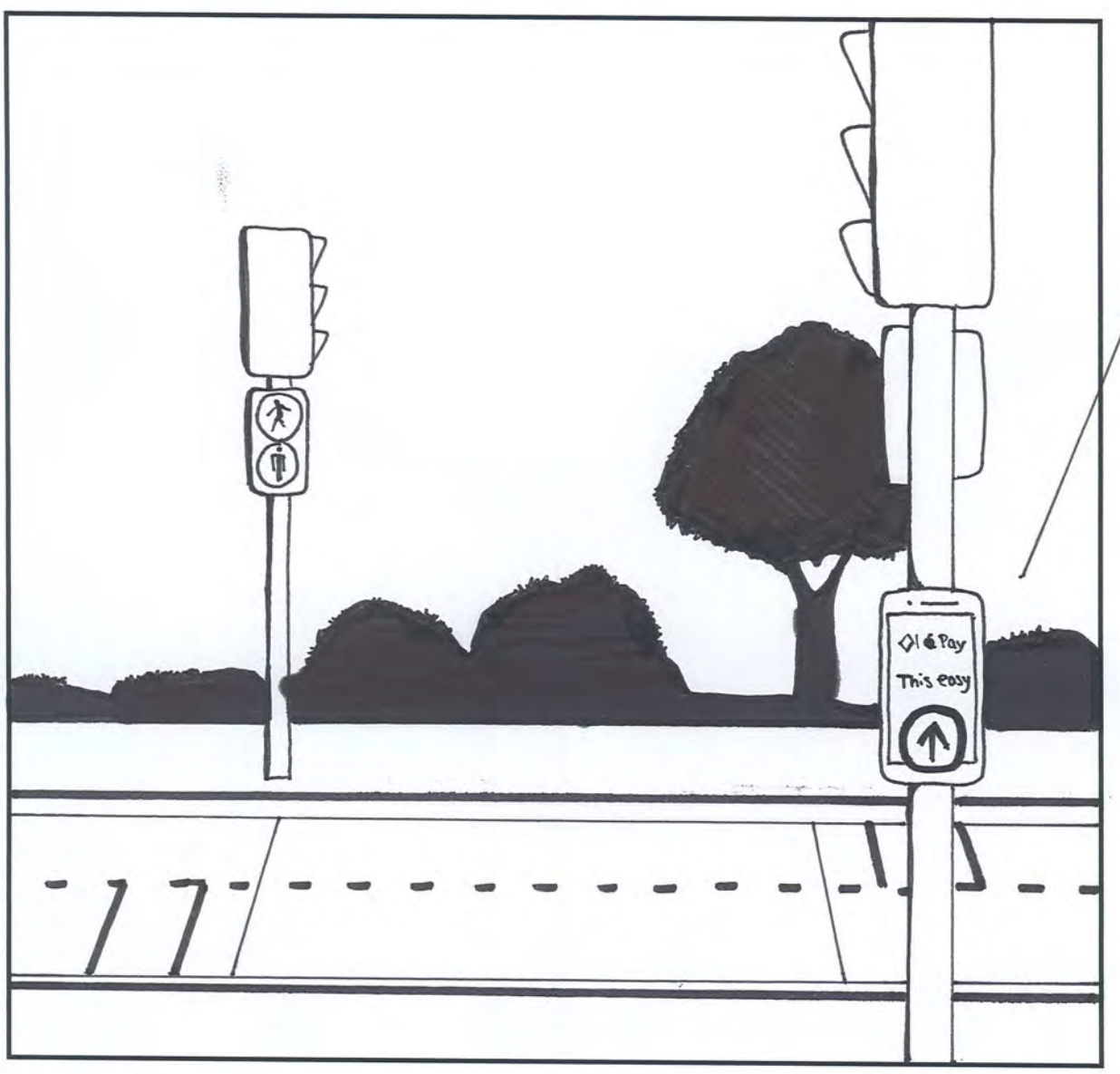
Commonwealth Bank - At your fingertips

Insight: Everyone is always holding their phone and wants the simplest way to complete tasks.
Idea: Reskin everyday buttons to look like iPhones.





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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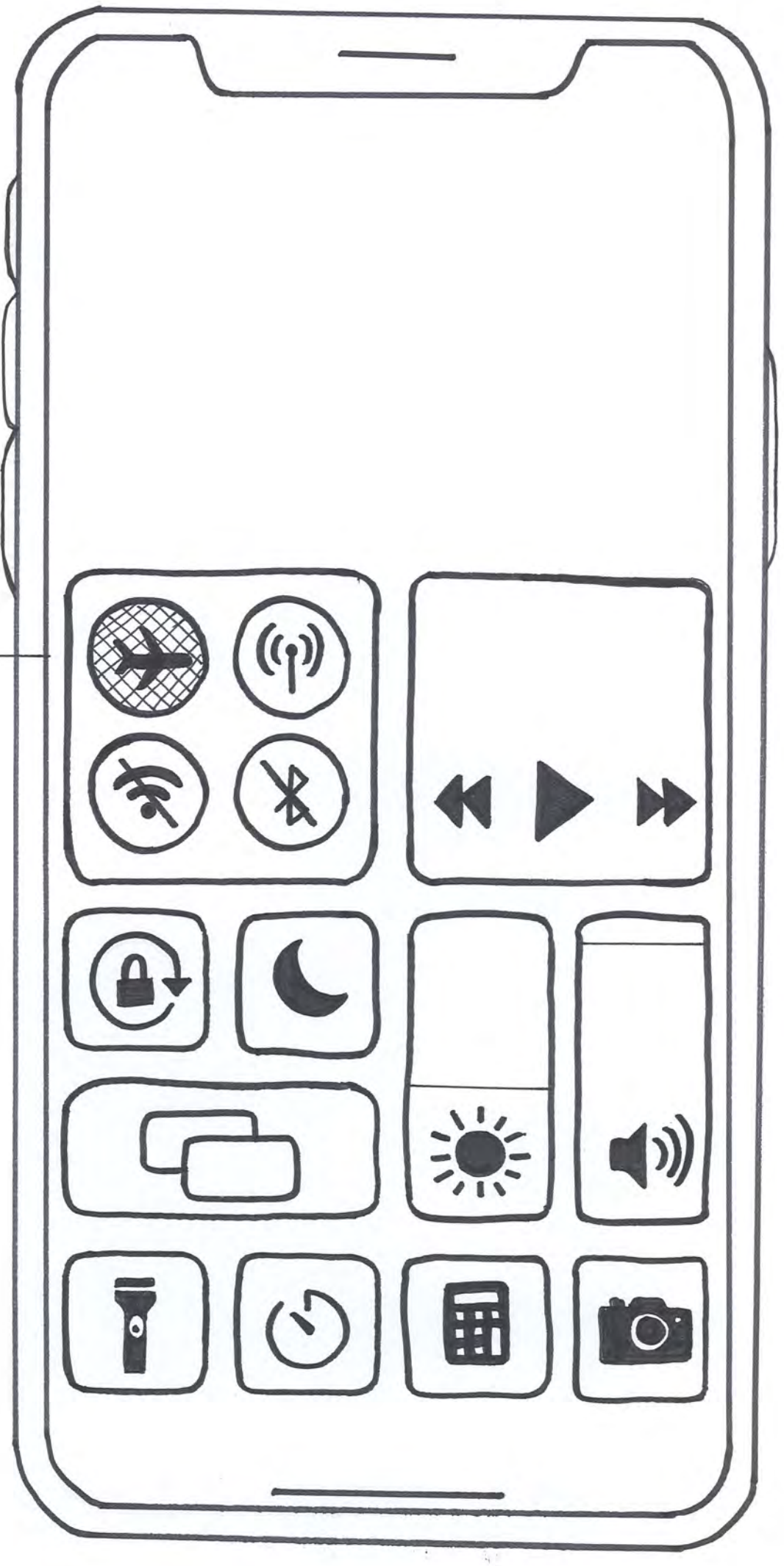
TigerAir - Tiger Timer

Insight: Life is full of distractions that stop us from enjoying the moment.

Idea: Encourage people to be more present in the moment by putting their phone on Airplane Mode more often.

How it works: The TigerAir app credits you Velocity points based on how long you leave your phone in Airplane Mode.



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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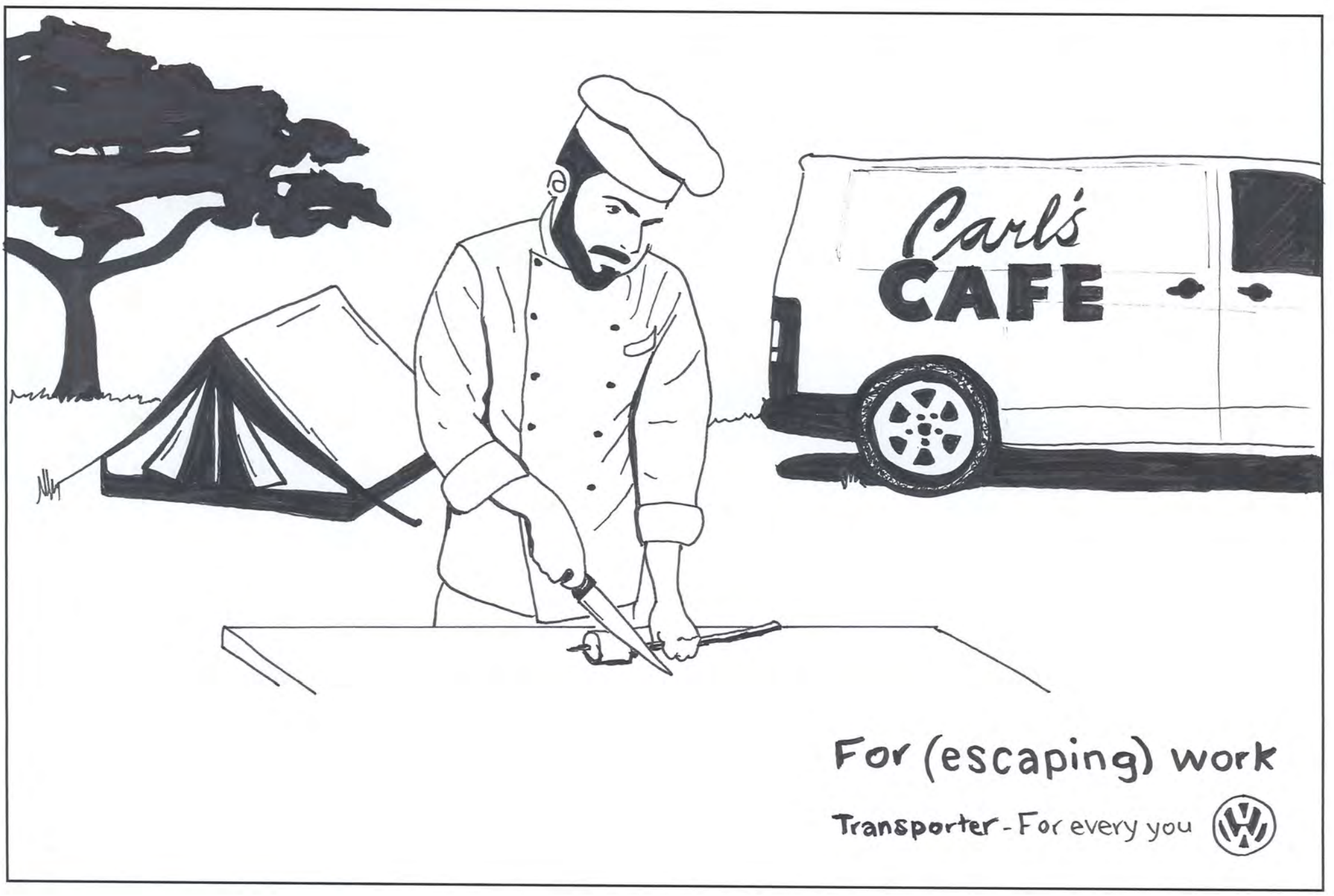
VW Transporter

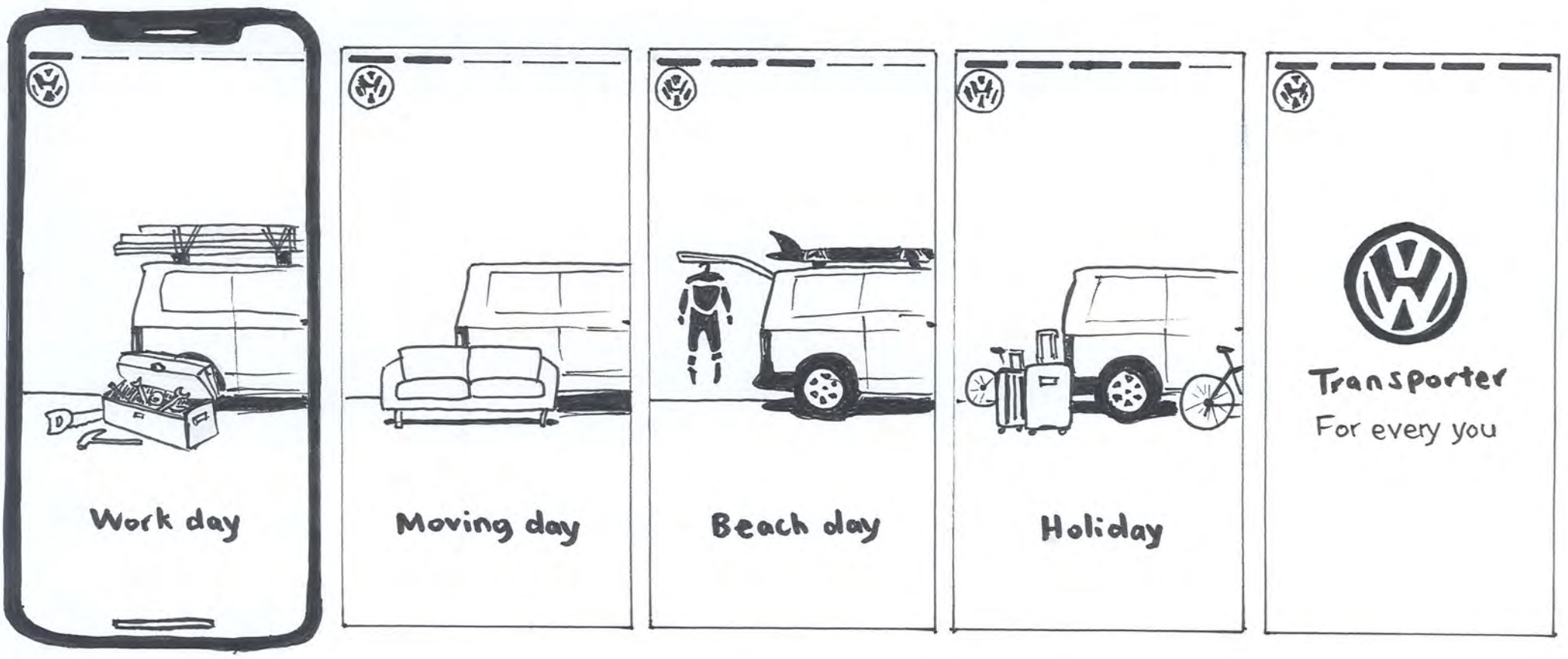
Insight: For business owners the line between life and work can get blurry. Often their work vehicle is their only vehicle.

Idea: The transporter is for your life not just your work.

Print

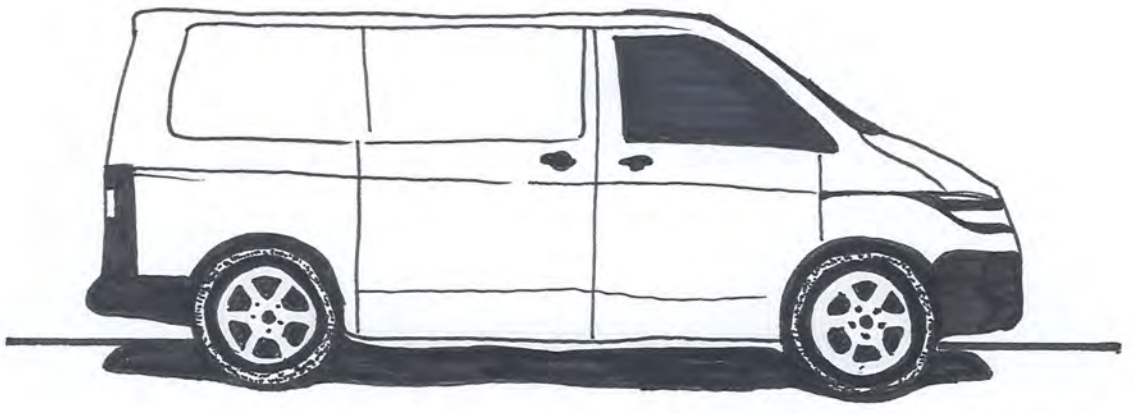


Social media stories

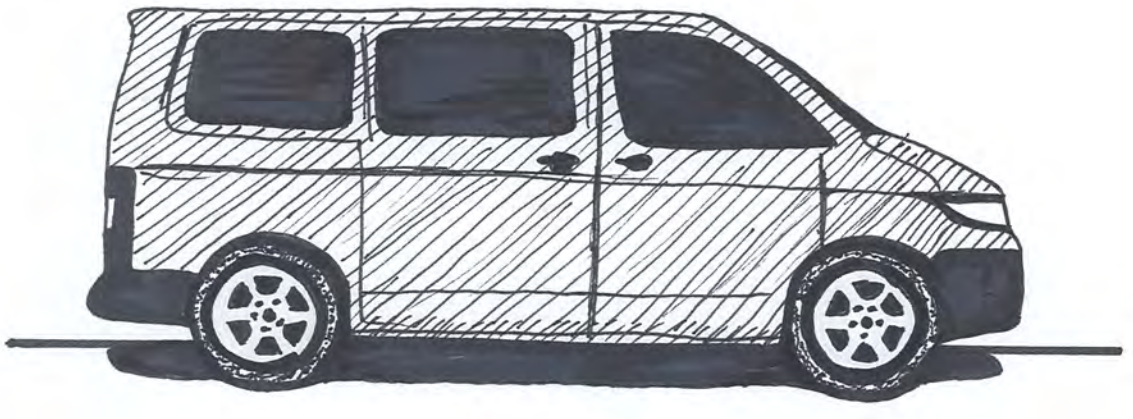


From your wheels to your heels

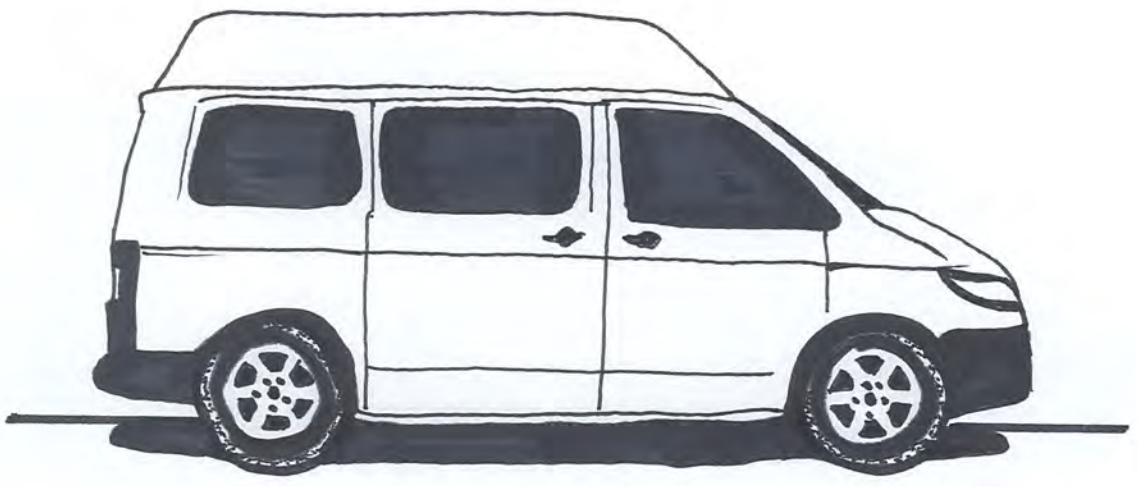
Execution: When purchasing a Transporter there's a lot of customisation. How many windows, roof height, paint colour etc.VW and Vans shoes collaborate to bring that uniqueness into the rest of your life with shoes based off your vehicle.



Low roof and no windows = Vans Classic Slip-On



Extra windows = Vans Old Skool

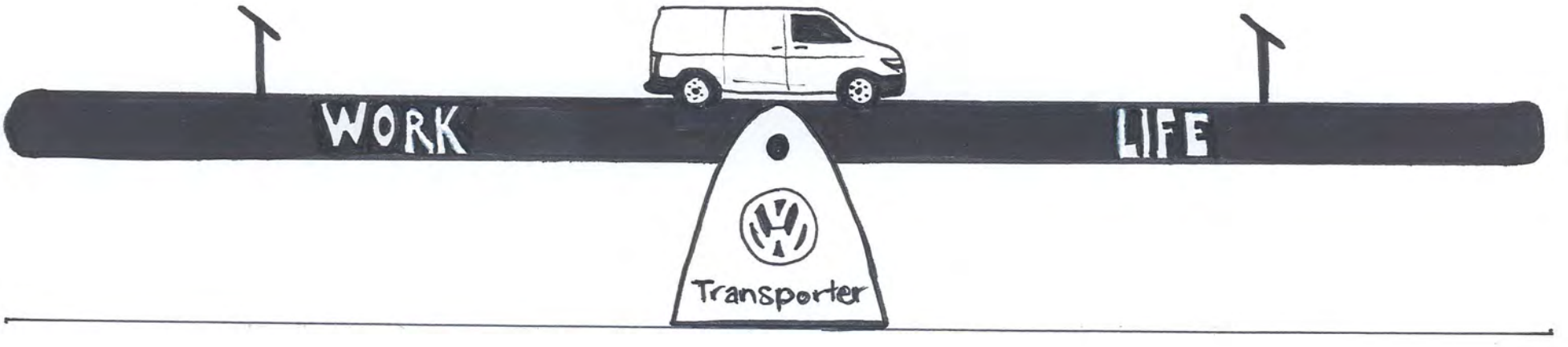


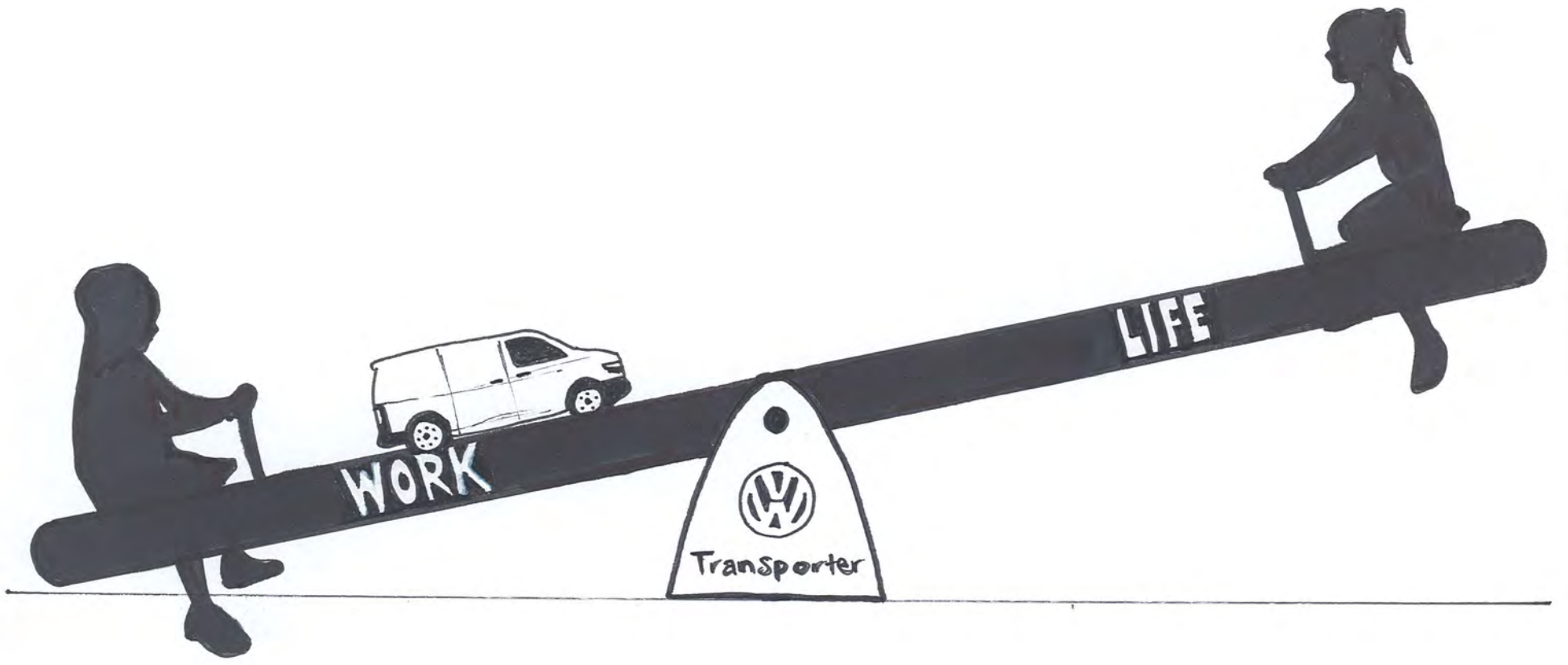
High roof and windows = Vans Sk8 Hi

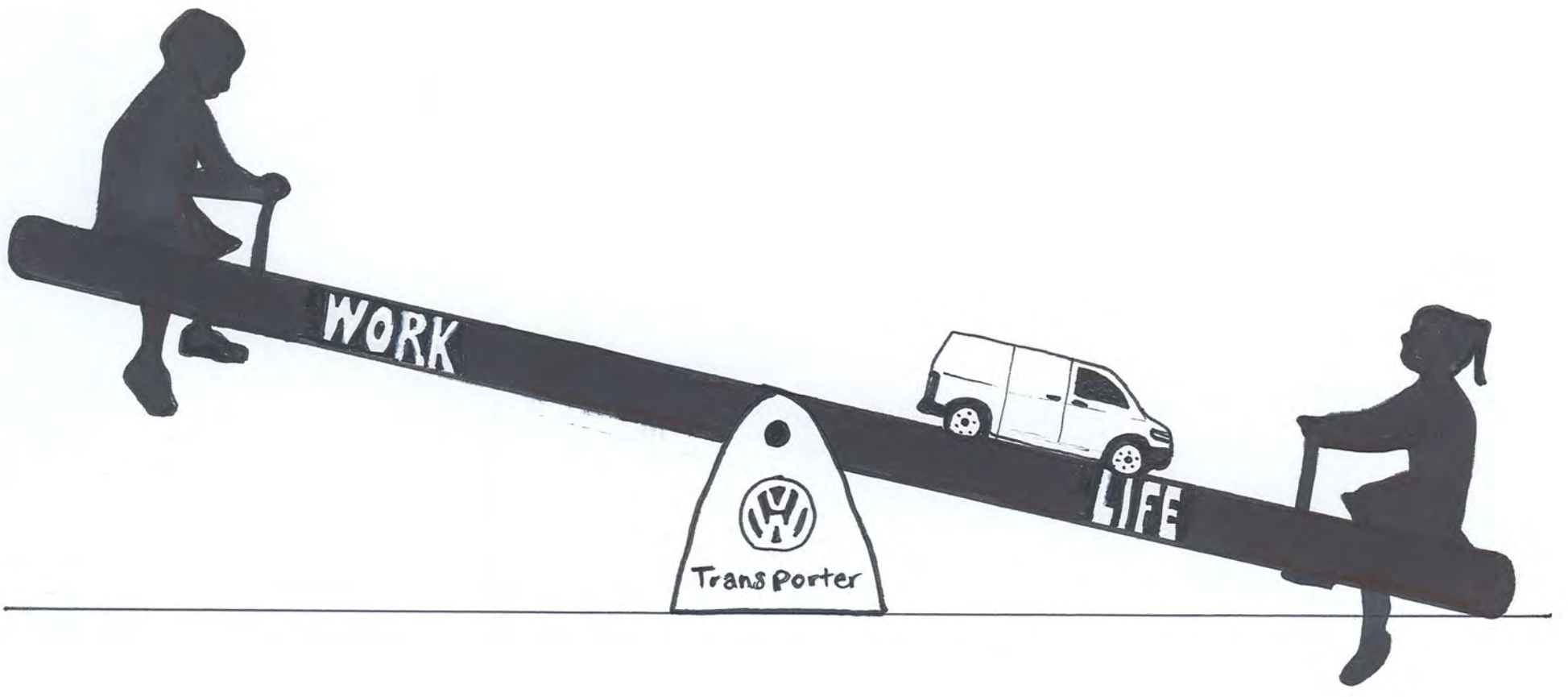
All shoes match the vehicles exterior and interior colour. Windows = laces.
Roof height = shoe height. Wheel colour = shoe sole colour.

VW Transporter - Work-life balanced

Execution: An experiential seesaw with a toy sized VW Transporter on a track that glides between work and life. Perfectly balanced when not in use.







AWARD SCHOOL
supported by facebook

Brief Number: 10

Topic: Strategy

Deliverables: 1/ New strategy and brief
2/ Accompanying creative idea

Client: Chupa Chups

Product: Lollipops

Target audience: Smokers

Key insight: Smokers find quitting hard due to the physical habit as much as the chemical addiction.

Proposition: **Distract your mouth.**

Reasons to believe:

- Chupa Chups are sold in the same locations as cigarettes.
- They're cheaper and healthier.
- More pleasant for those around you and not harmful to their health.
- Can be consumed in places where cigarettes are illegal such as inside buildings and in cars with children.
- You don't have to isolate / remove yourself to consume a Chupa Chup in social settings.
- Keeps your mouth occupied so you can't have a cigarette.

AWARD

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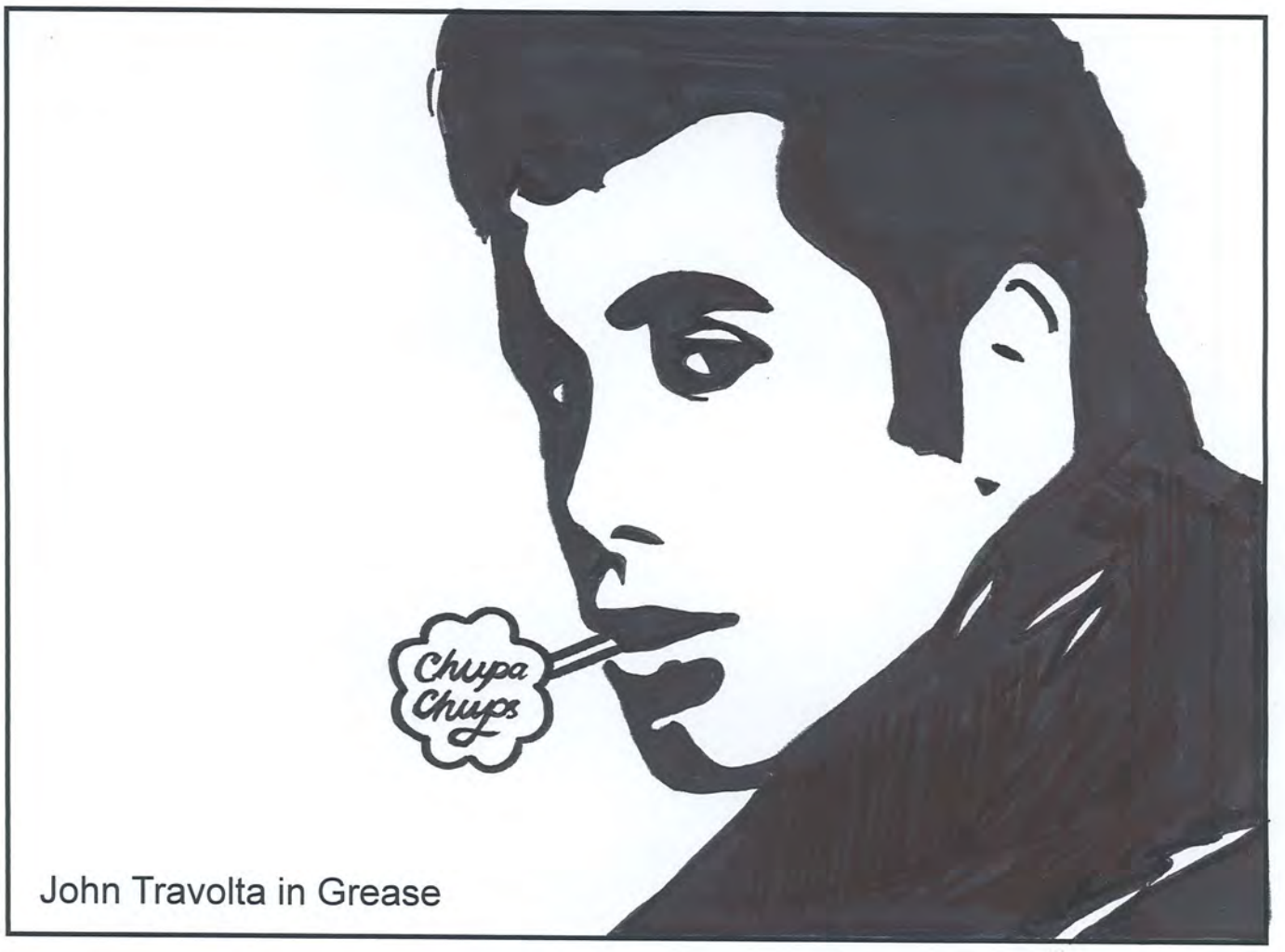
Chupa Chups - Suck safe zone

Execution: Signs installed next to no smoking signs.

Chupa Chups - Flix the temptation

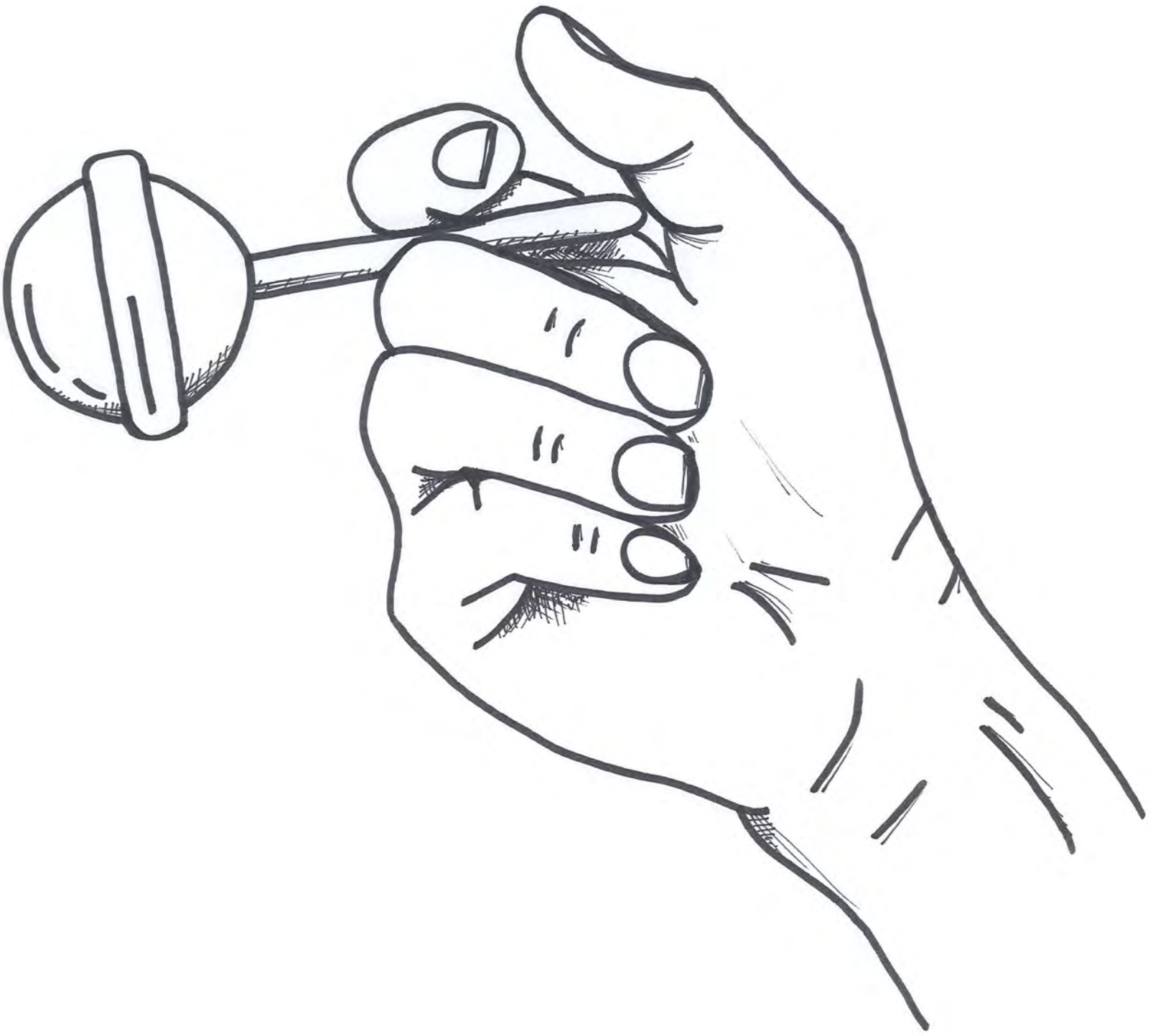
Execution: A Netflix plug-in that uses AI to detect cigarettes and then censors them with a Chupa Chups filter.

NETFLIX



John Travolta in Grease

Poster



Suck on
something else

Chupa Chups