



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

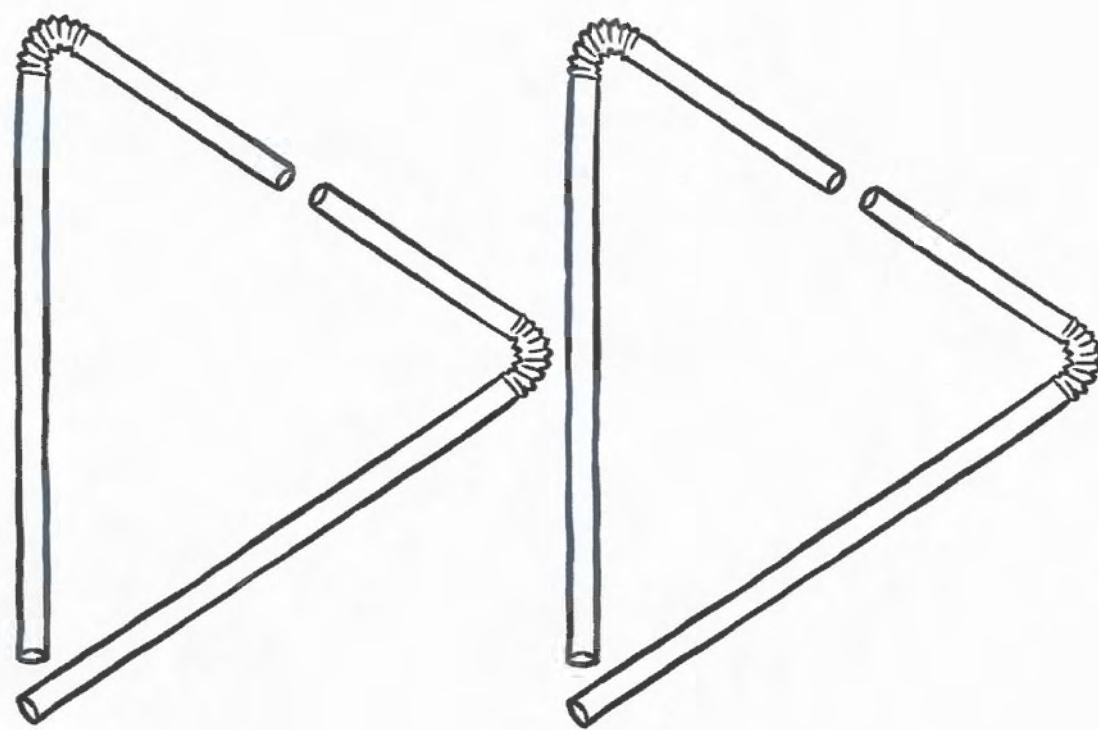
Key insight: Young people are trying to fit more into their days, so are less likely to eat breakfast at home

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.







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:

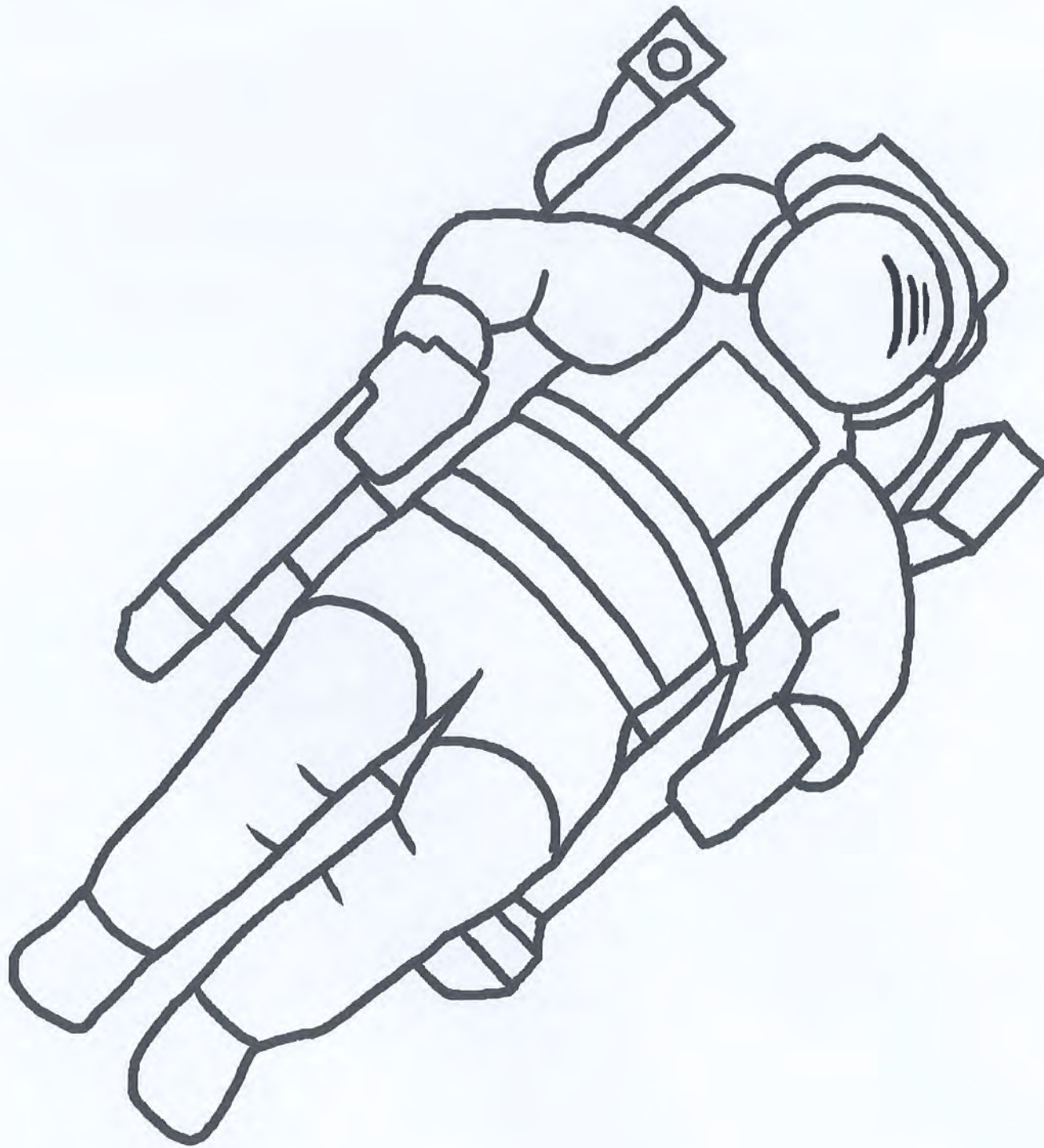
There when you're not

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



**Houston, I think I
left the iron on.**



**Don't think.
Know.**





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



You've Earnt It

Insight: While millennials famously 'treat themselves', Baby Boomers are the ones who can actually afford to.

VO: *(Deep Morgan Freeman voice)*
You're a baby boomer. Nice.
You own your home. Verrrry nice.
You probably own an investment property or two. Oh yeeeeeah.
You have some millennials in there paying the rent.
(whispered) Sweet, sweet rent.
They're in that home of yours ordering Uber eats right now.
"Hashtag treating themselves" ... again.
They'll be renting for the rest of their lives. *(VO Scoffs)*
You won't be.
You could have any meal in the world.
So treat yourself with your favourite food delivered.
To your home. The one that you live in. That you actually own.
Uber Eats.
You've earnt it.



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



Thank You for Vaccinating

Insight: Unvaccinated children are not always the ones at risk.



[Hospital background noise]

Girl: I have Leukemia. The doctor says my cells are not working properly, and he says people like me can die if we catch diseases like measles. That means mummy has to keep me away from others who could make me more sick.



Girl: But because my friends are vaccinated, they can come to my party!



[camera zooms out to reveal child is at their own birthday party, the kids begin to sing happy birthday as we cut to an endframe.]

**Thank you for vaccinating.
For all children.**

**VO and Super:
Thank you for vaccinating.
For all children.**



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.



\$tolen Good

Insight: Recovered stolen items are often unclaimed and sold at police auctions.

Idea: Stolen items are donated by the Police Force and sold on Facebook Marketplace, revealing the difficult situations of the kids who stole them.



Money paid for these items goes towards Whitelion programs to help these kids at risk.

Viewers are directed to Whitelion's website where they can view more stolen items & the stories behind them.



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





Dollar Shave Fund

Shave up for your inevitable mid-life crisis.

The Dollar Shave Club app calculates the monthly savings of Club members, puts the difference into an investment fund and shows them how much they will save by the time they're 45.

Dollar Shave Fund

How much are you currently spending on razors every month?

\$31

Which Dollar Shave Club plan would you like?

The Humble Twin | \$5/m ▼

How old are you?

23

\$24,580

\$24580 by the time you are 45 - Not bad! And you've already saved \$26 in the first 15 seconds. Giddy Up.

Relevant apps are hijacked with ads that use individuals' real-time fund data to improve customer retention and engagement.

3072 burgers

That's a whole lot of burger for a whole lot of crisis. Eat up big boy.

Personalised banner in Uber Eats app.

491 cases of beer

That's how much you're on track to afford for your mid-life crisis. Don't drink them all at once.

Personalised banner in BWS online app.



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

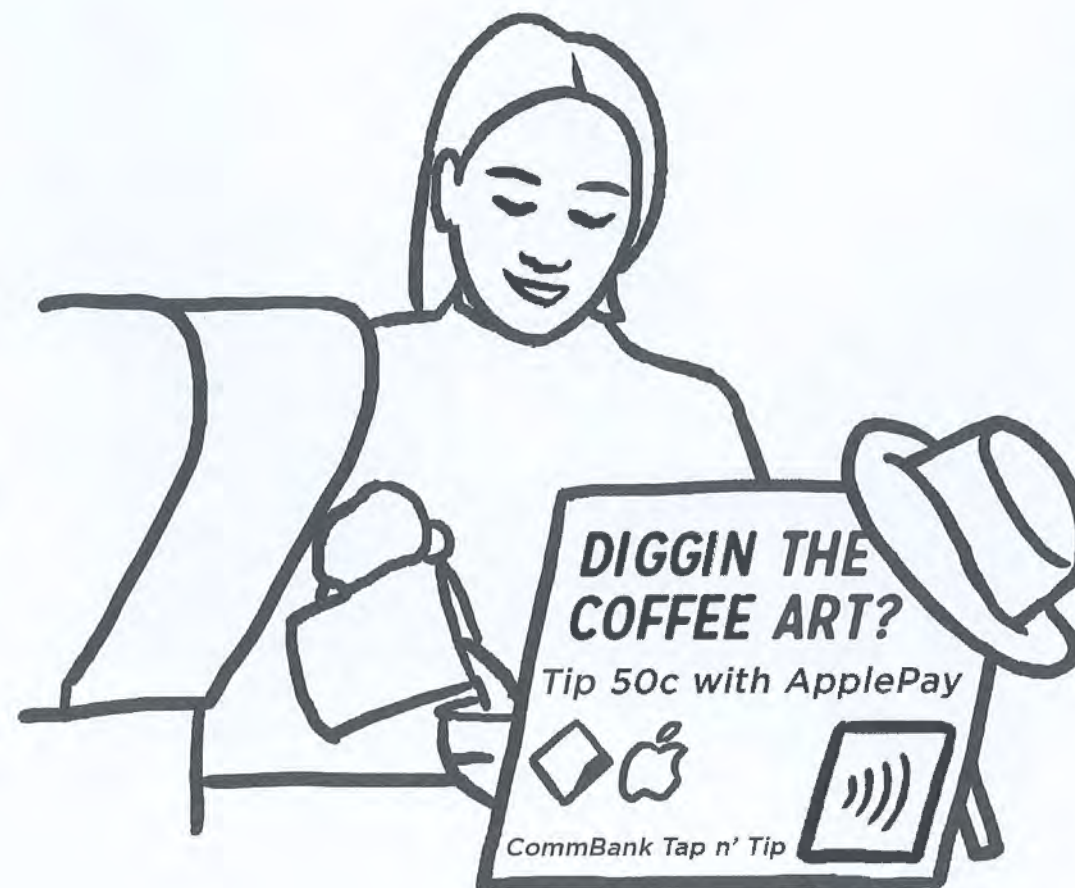


CommBank Tap n' Tip

Insight: In a cashless economy, people are less inclined to make small payments such as tips.

CommBank “Tap n’ Tip” stations are distributed to places where small change has traditionally been used to tip, for example buskers, baristas and charity donations.

The stations are customised to included a message and fixed donation amount.





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

The Do-Over

While Tiger Air is known for being affordable, it doesn't have the best reputation when it comes to delayed and cancelled flights. It's about time they made up for it, starting with an apology.

We've let you down.

And not just in the process of landing. Tiger Air has been panned for missed weddings, slammed for pushed-back parties, and bagged for late grand finals. There are just some special moments no one should miss, and it goes without saying that our delayed or cancelled flights have caused more than just emotional baggage. So we're going to try our best for a do-over - to get people to those unmissable moments, both on budget, and on time.

Idea: Tiger Air invites past customers who have missed very important occasions to attend re-creations of these events, reaffirming Tiger Air's commitment to both unmissable moments and never breaking the budget to reach them.



Stacy's family missed Adele's Perth concert. So we sent them back to see a great Adele impersonator.



John missed being best man at his mates wedding in Cairns. So we sent him back there for Akmal's wedding. Close enough.



Matt's grandparents missed his baptism. Better 12 years late than never.



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



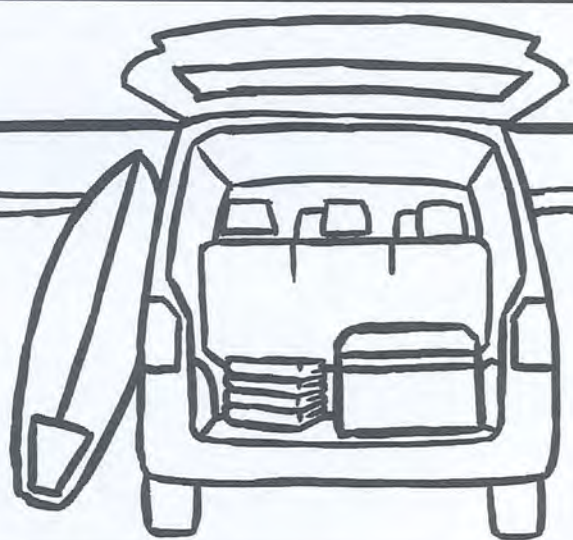
The Work-Life Van

Insight: 67% of small businesses are owned and operated by one person, making their work vehicle their home vehicle as well.

Idea: The Transporter is famously a great work van, but like most small business owners, it doesn't clock off at 5. From small business to family business, and even funny business, the work-life van has you covered.

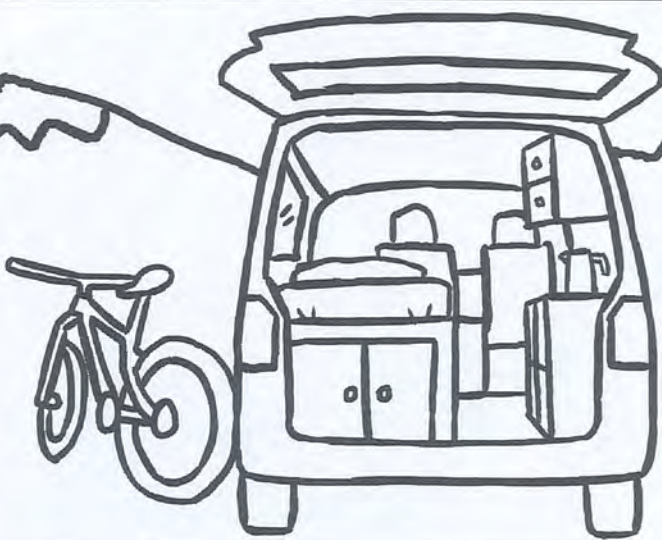
Banner appearing on the Quicksilver website.

You can fit 7 surfboards & 6 mates in the VW Transporter.
Now that's a great weekend away.
Tell your partner you need it. It's a 'work van' after all.




Banner appearing on the Patagonia website.

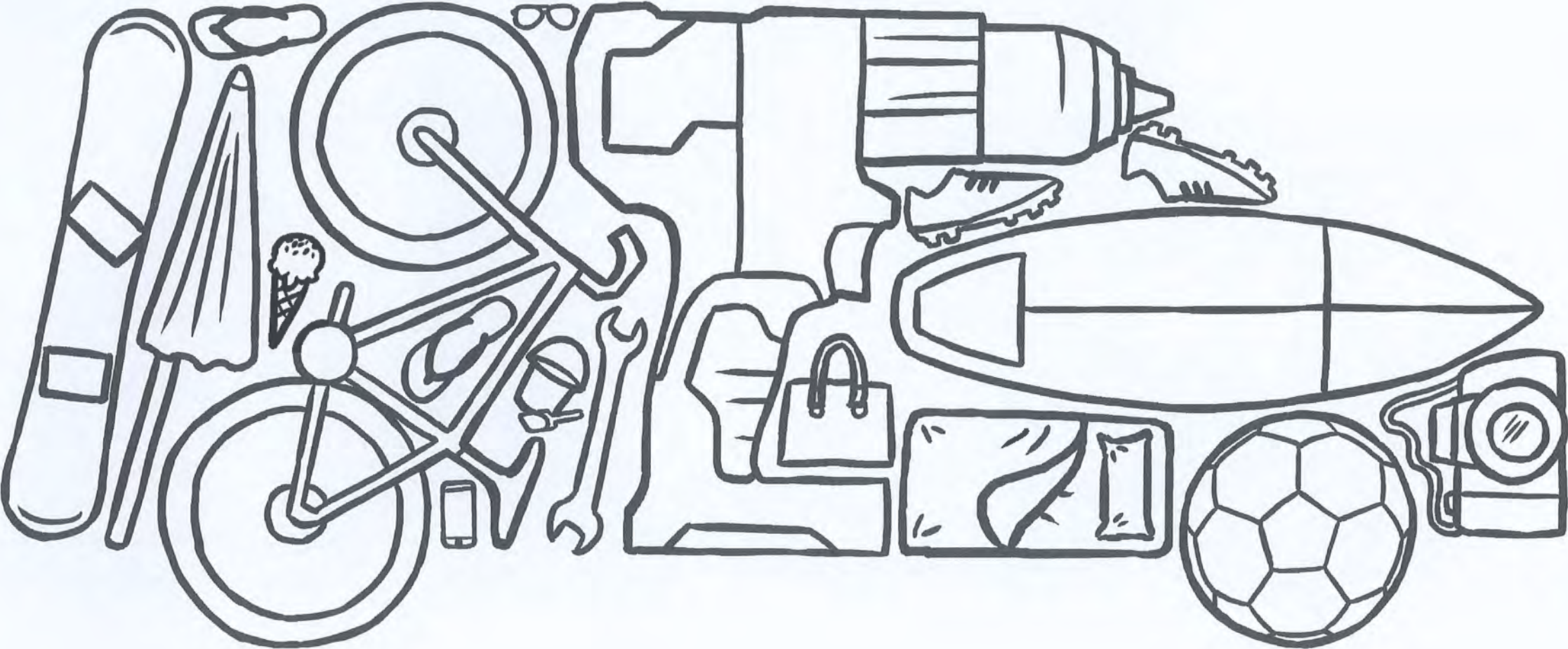
**You've got your gear sorted.
The mountain awaits.**
The VW Transporter will get you to any adventure.
It's a work van after all.



Banner appearing on the Hunter Valley Gardens website.

Booking a 'wine conference' away with the girls?
The VW Transporter will get you all around in comfort, including the precious cargo. It's a 'work van' after all.





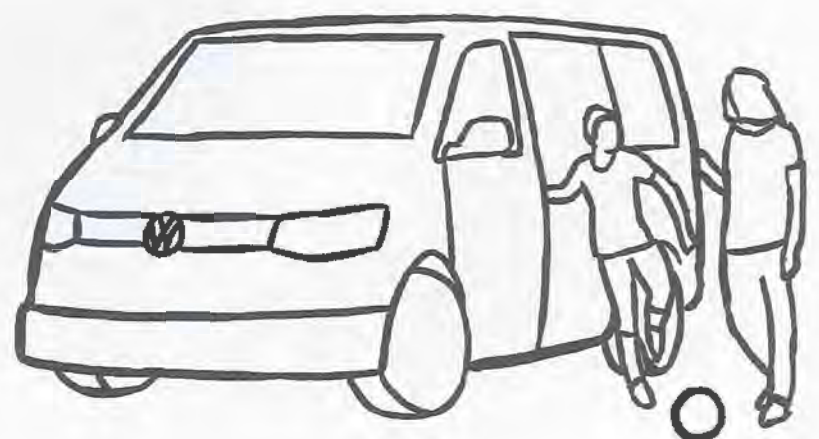
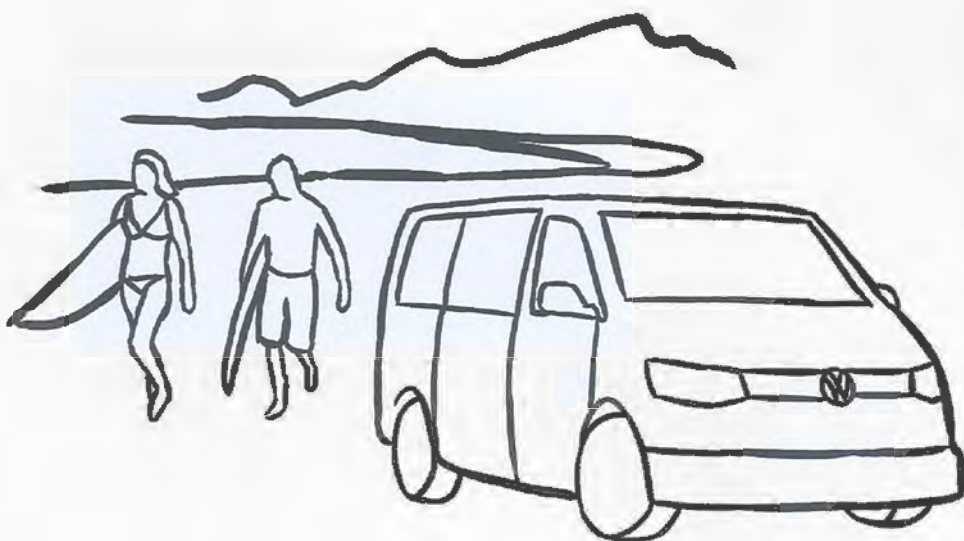
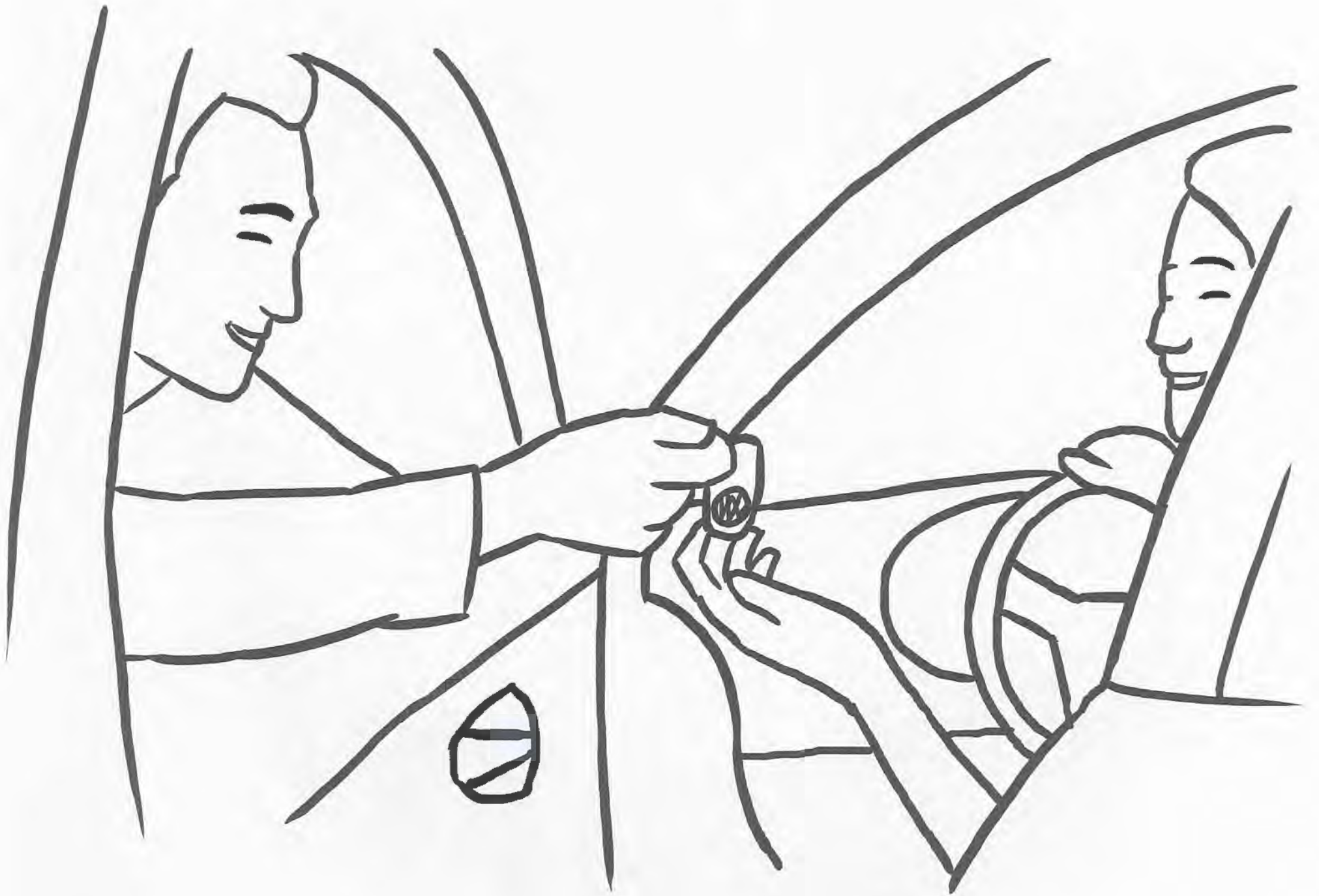
Transporter.
The work-life van.



Experiential

Week long test drive.

The Transporter has so many uses that it would be impossible to try them all in a regular test drive, so we're extending it for a full week. Test drivers are encouraged to use the van for their small business work, everyday activities, and even take it on a weekend away.





Brief Number:	10
Topic:	Strategy
Deliverables:	1/ New strategy and brief 2/ Accompanying creative idea
Client:	Pride Mobility Products
Product:	Manual Wheelchairs
Target audience:	Gyms and fitness centres
Key insight:	The wheelchair, as an icon of disability, is only ever utilised by disabled people.
Proposition:	Position wheelchairs as a shared utility, of both able-bodied and disabled people, to create a symbol of togetherness and common ground.
Reasons to believe:	Gyms are great places to bring people together. Able-bodied people using wheelchairs normalises disability and invites disabled individuals to join these activities.

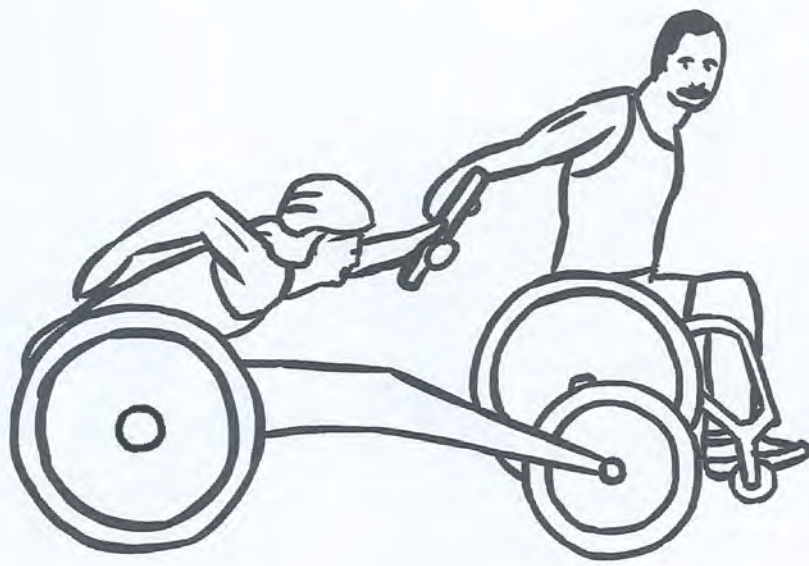


#ChooseTheChair

It's time people of all abilities felt welcome and comfortable to workout together.

By choosing to use a wheelchair during certain activities, such as dance classes, Zumba, or basketball, gyms and able-bodied people can powerfully show support and solidarity with disabled people.

'The Great Wheelay' is a relay wheelchair race where able-bodied and disabled members compete and train as a team. Disabled celebrities and paralympians compete in the tournament - boosting the profile of the movement and bringing the issue to the front of the nation's awareness.



Due to popular demand, Gyms and Fitness Centres around Australia run various wheelchair classes and encourage able-bodied people to get involved in these activities. This in turn, will welcome disabled individuals to join in themselves.

