# CREATIVE BRIEF

| | |
|---|---|
| **Brief Number:** | **1** |
| **Topic:** | **Poster**<br><br>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<br>• Australia's #1 liquid breakfast is now available in three delicious and on-trend flavour combos<br>• All the ingredients you'd expect for breakfast - fruit and nuts, milk and oats, with no added sugar. |

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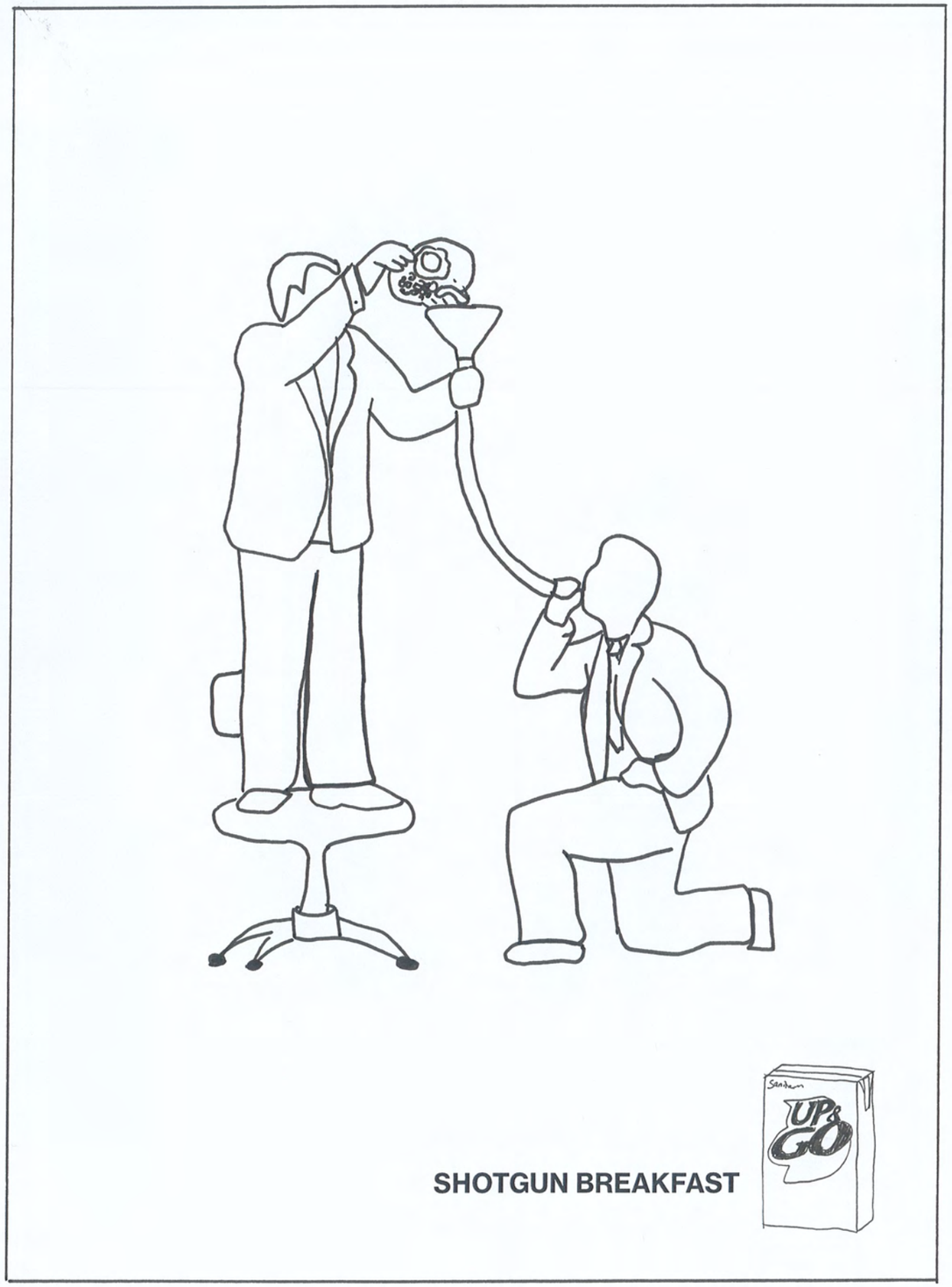
# BRIEF 1
# SHOTGUN BREAKFAST

**INSIGHT:**
Young people lead busy lives with less time to make & eat breakfast resulting in them skipping the meal entirely

**IDEA:**
Shotgun Breakfast




**SHOTGUN BREAKFAST**

# CREATIVE BRIEF

| | |
|---|---|
| **Brief Number:** | **2** |
| **Topic:** | **Outdoor Poster / Billboard**<br><br>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<br>• Check in on family or pets to make sure they're home safe<br>• Arm and disarm your security system remotely<br>• Turn lamps and appliances on at home, from wherever you are |

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# BRIEF 2
# FEELS LIKE YOU'RE HOME

**INSIGHT:**
It is becoming increasingly common for mothers to find ways of balancing their careers with motherhood.

**IDEA:**
A mum working from her office checking up on her daughters doing home-work.

*Note: Kids on the phone are the kid in the home. Advertisement located in CBD office locations.

# CREATIVE BRIEF

| | |
|---|---|
| **Brief Number:** | **3** |
| **Topic:** | **Radio**<br><br>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<br>• No need to call or travel to pick up<br>• New flavours and cuisines to experience<br>• Access to restaurants beyond your local area |

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# BRIEF 3
# LET YOUR STOMACH DECIDE.

**INSIGHT:**
Uber Eats makes tasting different cultures easy.

**IDEA:**
Let your tummy be your tour guide. UberEats.

**UBER EATS - LET YOUR STOMACH DECIDE.**
30 second radio ad

**SCRIPT:**

**Wife:**
*What do you want for dinner love?*

**Husbands stomach:**
**fierce loud grumble**

**Wife:**
*We had tikka masala last night!*

**Husbands stomach:**
**fierce loud grumble**

**Wife:**
*Mmmm not sure if I feel like Quesadillas.*

**Husbands stomach:**
**fierce loud grumble**

**Wife:**
*Oh yeah, I could go with something from Ajisen Ramen.*

**Husbands stomach:**
**fierce loud grumble**

**Wife:**
*Ah okay I might get a Tokusen Ramen as well, are we settled, should I press order?*

**UberEats VO:**
*Let your tummy be your tour guide. UberEats.*

# CREATIVE BRIEF

| | |
|---|---|
| **Brief Number:** | **4** |
| **Topic:** | **TVC / Cinema**<br><br>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<br>• All vaccines available in Australia have been thoroughly tested for safety and effectiveness and are continually monitored<br>• Skipping or delaying vaccinations puts your child and those around you at risk of contracting serious illnesses |

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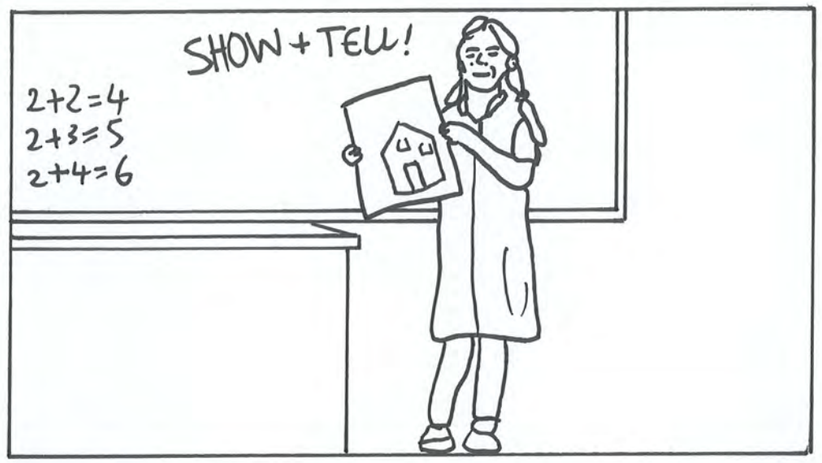
# BREIF 4
# WITHOUT VACCINATIONS YOUR CHILD'S FUTURE IS...

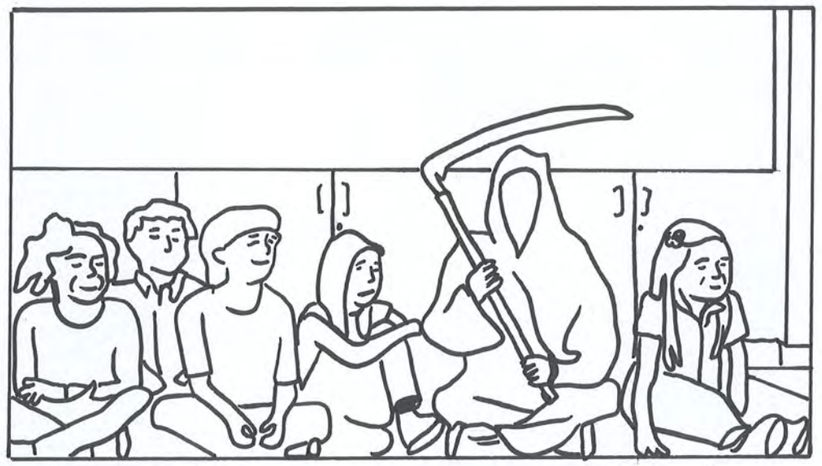
**INSIGHT:**
Children who aren't vaccinated risk the possibility of not growing up.

**IDEA:**
Without vaccinations your child's future is...




**SHOW & TELL**

**Girl:**
*When I grow up...*



**Grim Reaper:**
**Chuckles sarcastically**

**Without vaccinations your child's future is...**

Authorized by the Australian Government, Canberra

# CREATIVE BRIEF

| | |
|---|---|
| **Brief Number:** | **5** |
| **Topic:** | **Mobile**<br><br>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.<br>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'.<br>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.<br><br>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<br>• Young offenders have no access to services that can help keep them from returning to jail and break the cycle<br>• 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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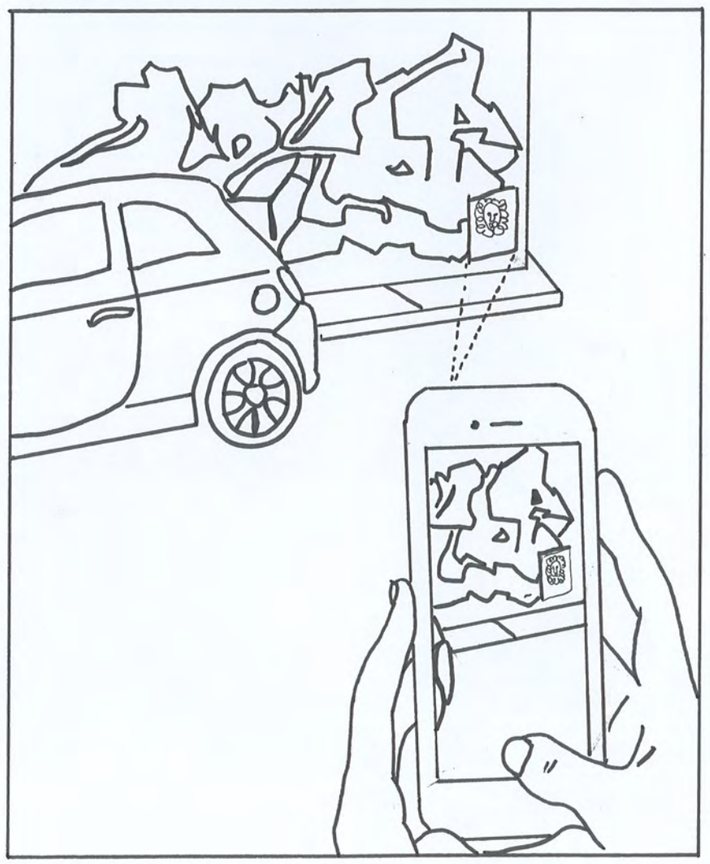
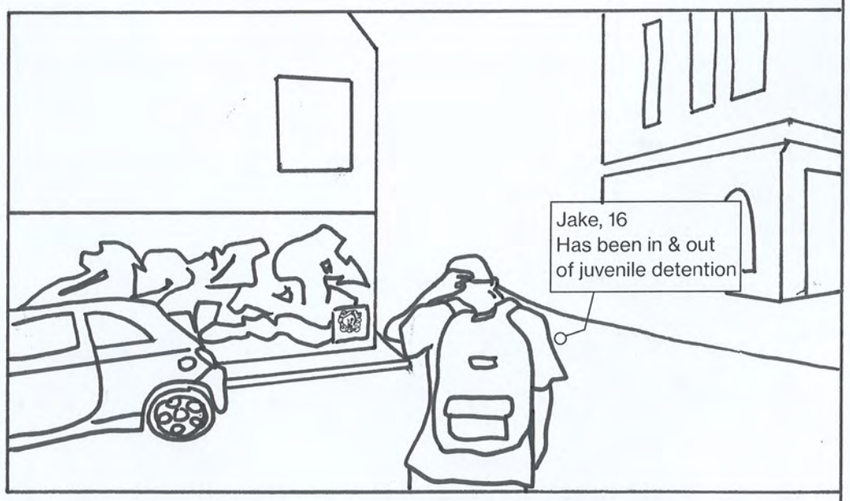
# BRIEF 5
# MAKE INVISIBLE KIDS VISIBLE

**INSIGHT:**
Australia has an estimated 44,000 homeless youth. This number is mostly unknown by the general public which is how homeless youth have been labelled by some as the 'invisible children'. Significantly homelessness & housing instability are the fundamental causing factors of youth in juvenile detention.

**IDEA:**
Shed light on the number of invisible children in communities, and show the causing factors which lead youth in these dire circumstances to act out.

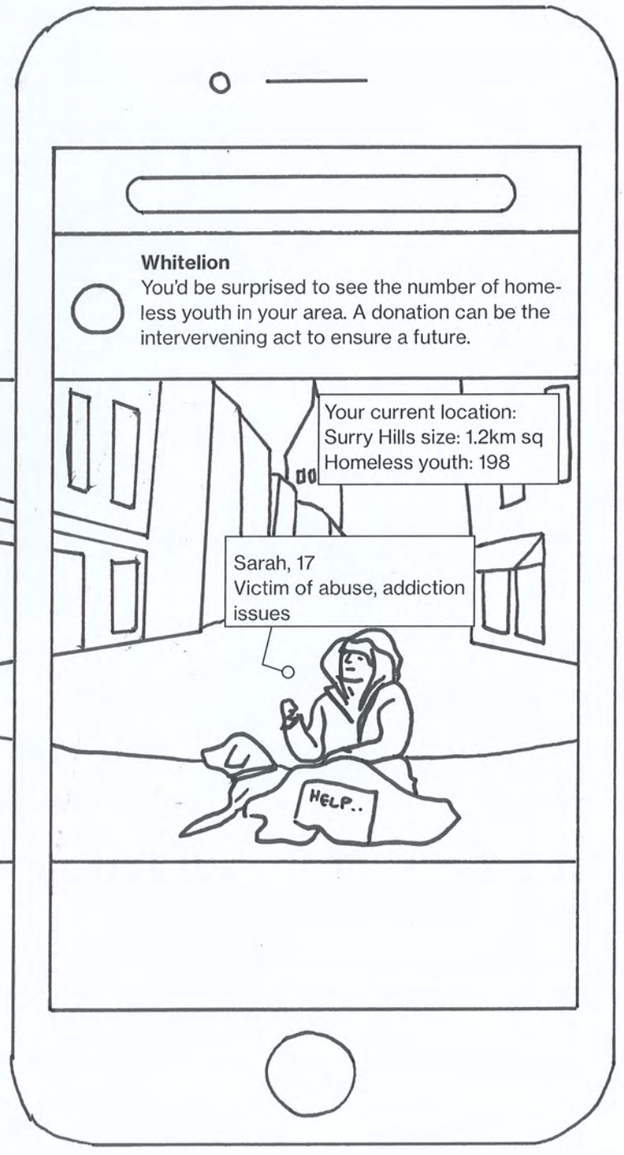
1. White Lion adds its own AR activation sticker to local crime eg vandalism. Facebook's camera will launch a 360/Ouclus video to visualise the issues faced by youth in the user's region.






2. The 360/Oculus video highlights the sheer number of Invisible Children living in the area. The video follows the youth who are caught up in crime, and enables them to explain the why behind these actions. *For example: "Mum has addiction issues and this left us homeless, I've been in and out of juvenile detention" - Jake, 16, Surry Hills.*

The video shows how a donation can break the chain between troubled upbringings and crime. *For example: "At 15 I was introduced to White Lion, appointed a mentor and got an apprenticeship..."*



# CREATIVE BRIEF

| | |
|---|---|
| **Brief Number:** | **6** |
| **Topic:** | **Digital**<br><br>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<br>• Tailor your frequency of new products to suit you – monthly or every other month - so you only pay for what you need<br>• No fees to join |

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# BRIEF 6
# PAYWALL PAGES INTO A NEW MEDIA CHANNEL

**INSIGHT:**
Even though many services & products have become more affordable due to the internet lots of people still live by the saying "a penny saved is a penny earned" & are willing continue using free versions or be subjected to advertising or limitations.

**IDEA:**
We turn paywall pages into a new media channel. 'You're not cheap, you're smart.'

## MUSIC WAR

**SPOTIFY FREE USER:**
This ad utilises Spotify's Crossfade ("virtual DJ') technology.

1. When a Spotify free user plays a song written about money, the ad break is crossfaded (Spotify DJ mode) and morphed into a 'cheap' alternative version of the song. Example: Aloe Blacc - 'I need a dollar' into 'I need a shave club dollar'

*2.*
*Well I need a dollar dollar, a shave club dollar is what I need*
*shave shave*
*Said need a dollar dollar, a shave is what I need*
*shave shave*

***MUSIC FADE OUT***

*Voice Over:*
*Ah, not paying for Spotify?... that doesn't mean you're cheap, that means you're smart.*

*Shavings essential so why not shave the smartest way.*

*dollarshaveclub.com*

## PODCAST WAR

**STITCHER FREE USER :**
This Ad will play during male dominated-audience podcasts (Barefoot Investor, Joe Rogan Commentary, The Tim Ferris Show & Stacking Benjamins)

**Scott Pape (Barefoot Investor) Voice Over:**

*Ah, not paying for Sticher?... that doesn't mean you're cheap, that means you're smart.*

*Shavings essential... the amount of money men spend on 'Nitro Fusion Ice Cold Eternal Smooth Fast Razor Sharp Razors' they could put a down deposit on a house in just three months.*

*It's shaving. Don't overthink it - Dollar Shave Club.*

*dollarshaveclub.com*

## TINDER WAR

# CREATIVE BRIEF

| | |
|---|---|
| **Brief Number:** | **7** |
| **Topic:** | **Experiential / Ambient**<br><br>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<br>• Just tap your device on the terminal to pay<br>• Leave your wallet at home<br>• More secure than your physical credit or debit card<br>• Automatic storing of your receipts and transactions in the CommBank app |

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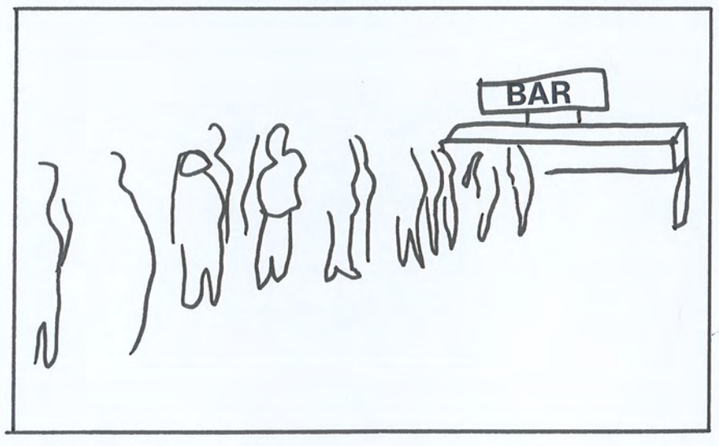
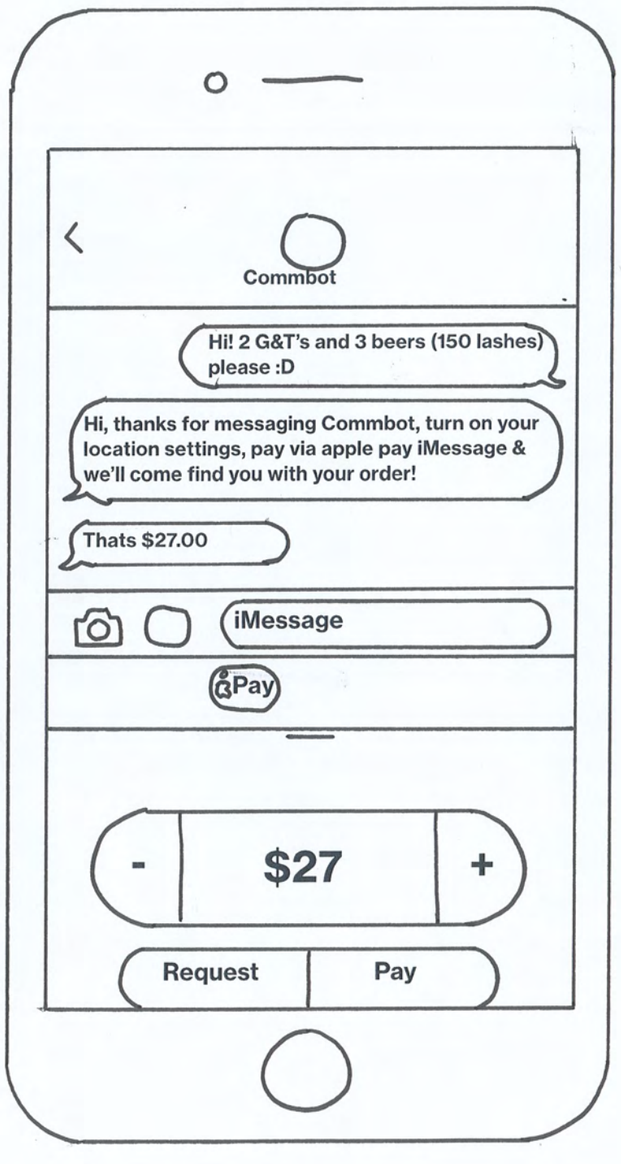
# BRIEF 7
# COMMBOT POWERED BY APPLEPAY

**INSIGHT:**
At music festivals, slow payments often leave punters spending more time in line than watching live music.

**IDEA:**
Commbot powered by Apple Pay




1.




2.

Commbot delivers to you!

# CREATIVE BRIEF

| | |
|---|---|
| **Brief Number:** | **8** |
| **Topic:** | **Media**<br><br>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<br>• The events that matter most to you (reunions, sports events, weddings) only happen once<br>• Always low fares so you never have to say you can't go |

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# BRIEF 8
# DON'T MISS THE FINAL

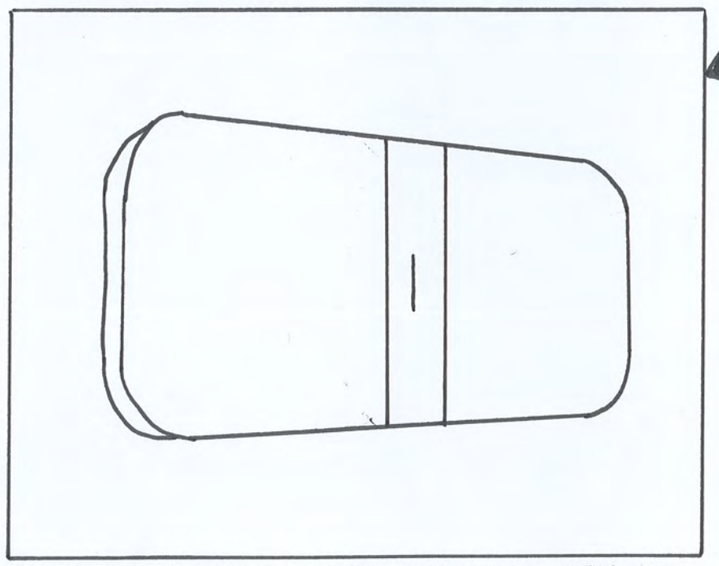
**INSIGHT:**
Prices on flights to the Grand Final become highly inflated due to demand.

**IDEA:**
Once the winning team is revealed - fans would love the opportunity to go to the MCG for the finals. This would require booking tickets as soon as the game ends.

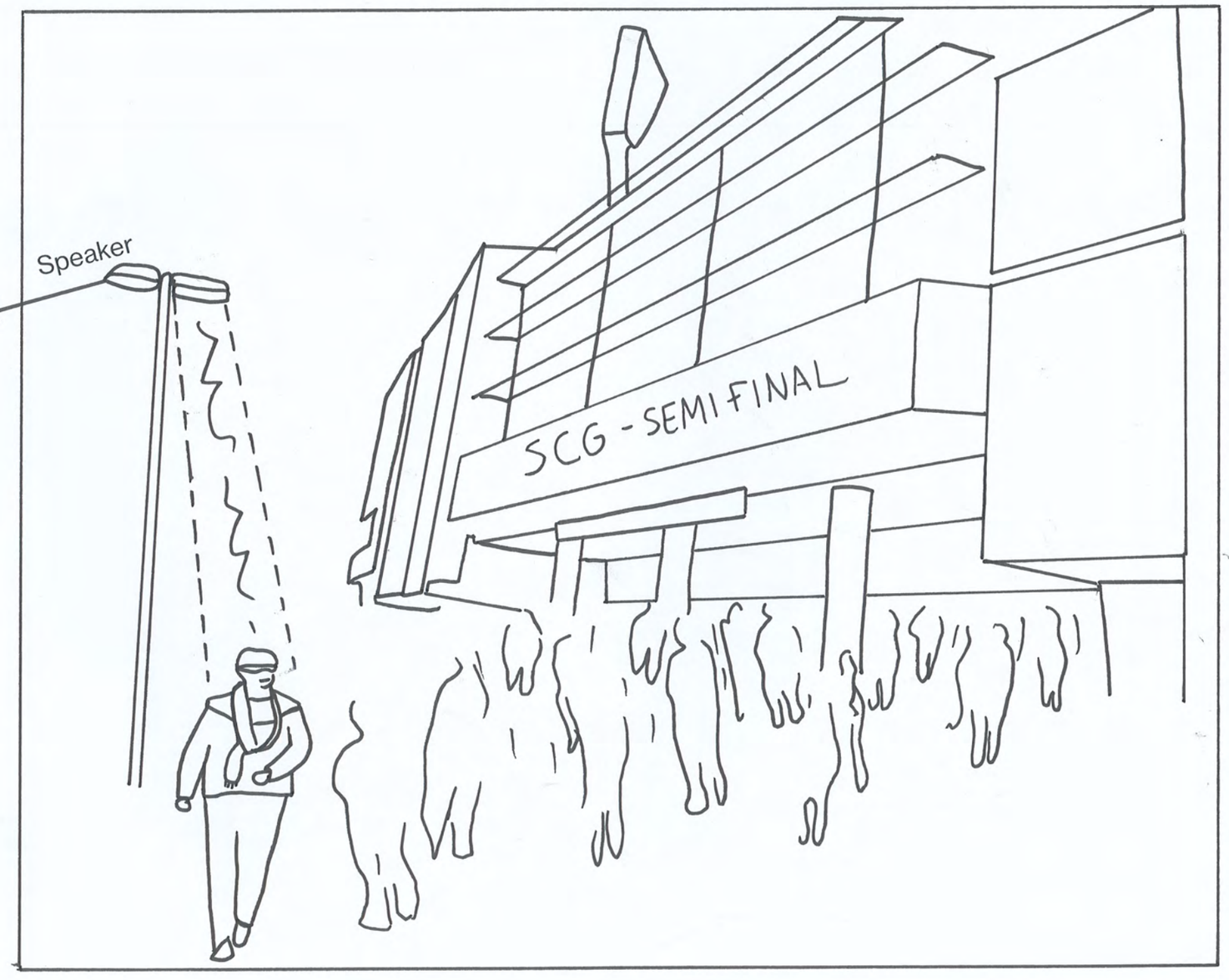
Directional speakers give footy fans a surprise deal as they leave the stadium

TigerAir aims personalised ads at the people wearing the winning teams paraphernalia, who will want to watch their team play in the finals:

"psst mate in the sunnies with the swans scarf, you can't miss the swans play at the MCG next week, you've got 15min to use the promo code SUNNIE-SANDSCARF to get return flights for $99.99."

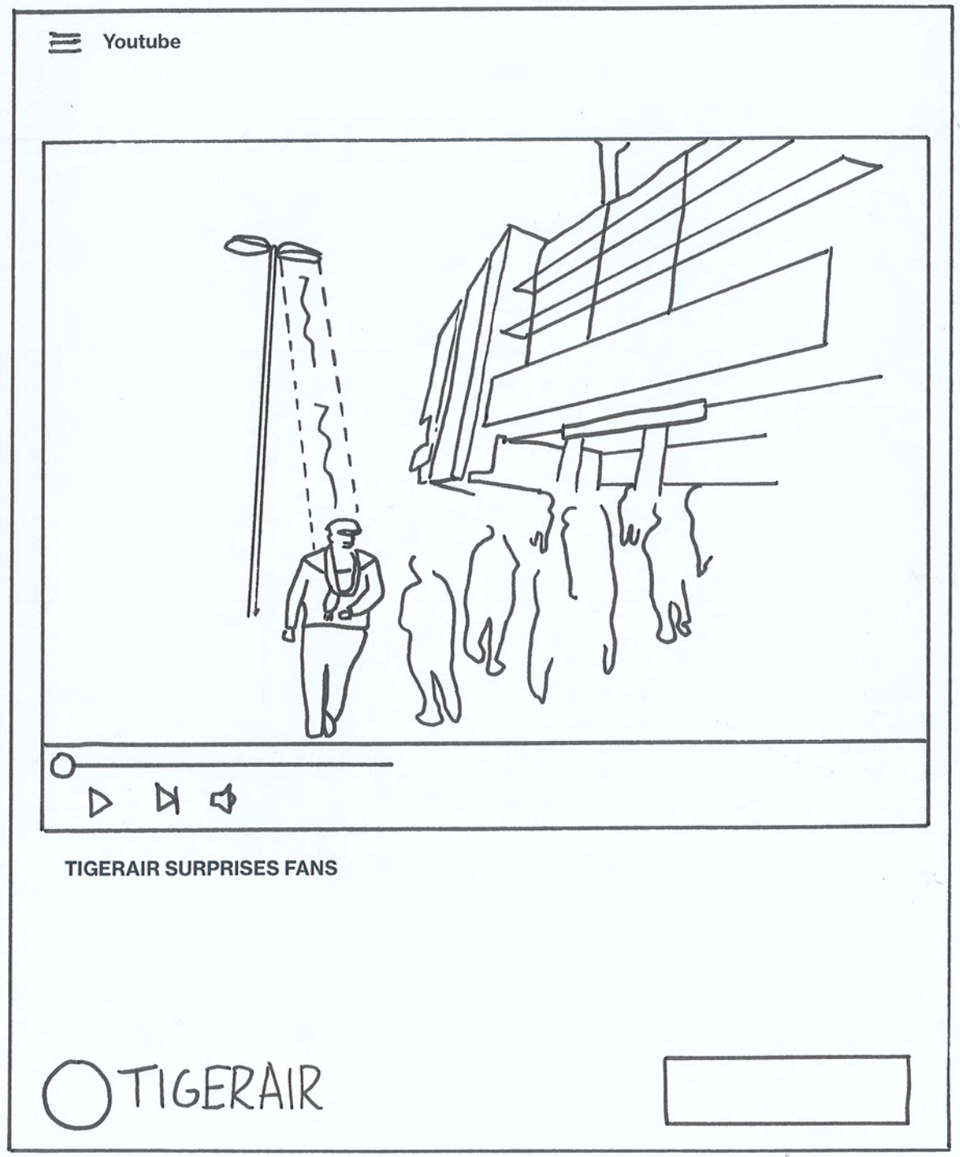


*Drawing above - This execution requires directional Acouspade™ Speaker. These speakers essentially direct sound to individual fans like a laser beam.



# BRIEF 8
# DON'T MISS THE FINAL

To amplify this message further we'd film the reactions of the fans receiving these personalised ads & post these on social media. The reaction video would relay another promo code for ongoing savings to enable fans to fly to the MCG for the finals.



# CREATIVE BRIEF

| | |
|---|---|
| **Brief Number:** | **9** |
| **Topic:** | **Integrated Campaign**<br><br>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<br>• Configure your van how you want it (roof height, doors or windows, and how many seats)<br>• 4Motion tech (all wheel drive) to tackle city and country roads |

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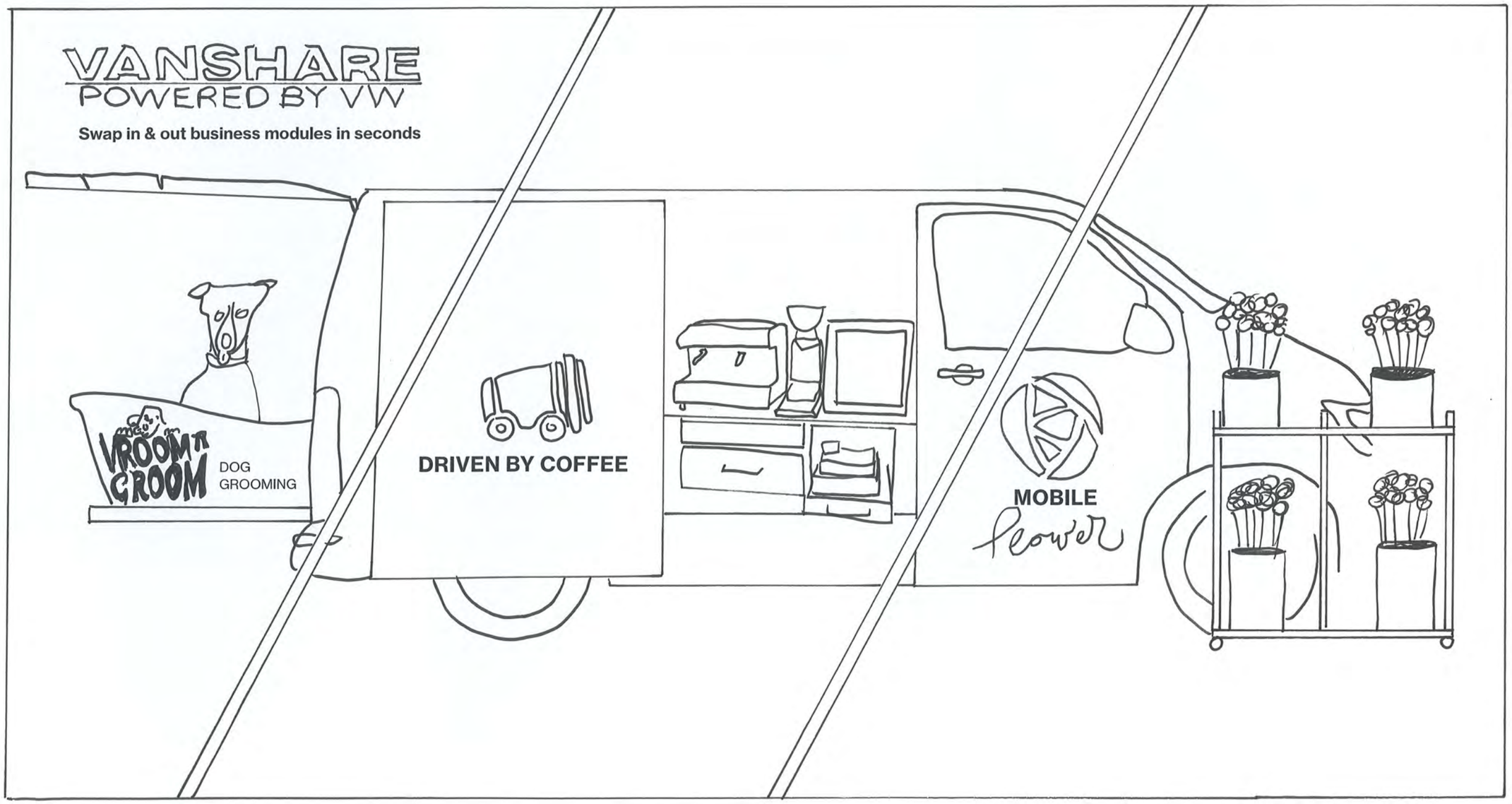
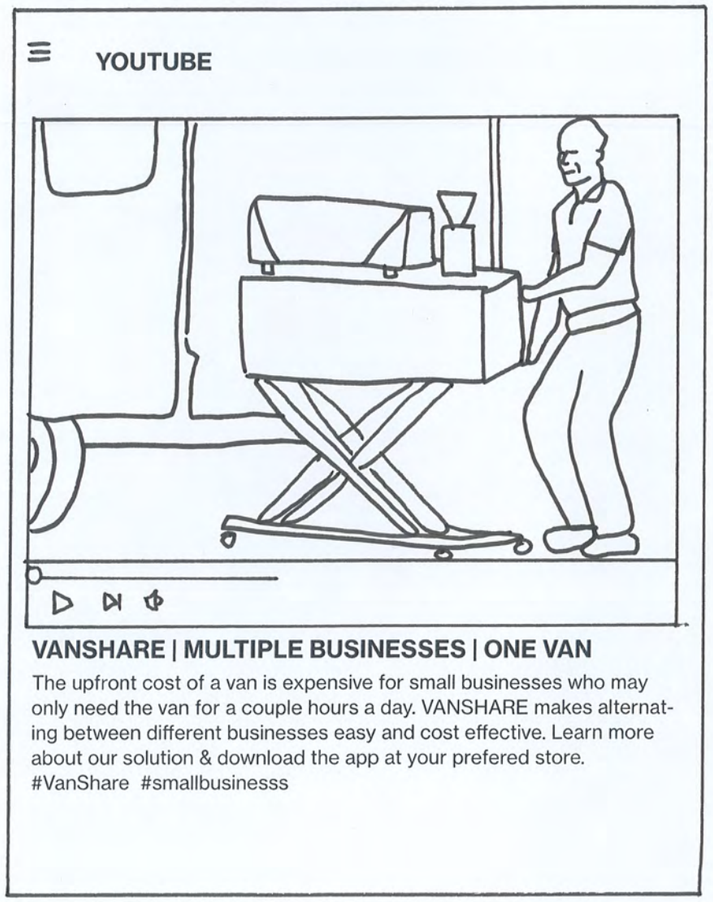
# BRIEF 9
# VANSHARE

**INSIGHT:**
A van is a big upfront investment, however, shared between multiple businesses it can become cost-effective.



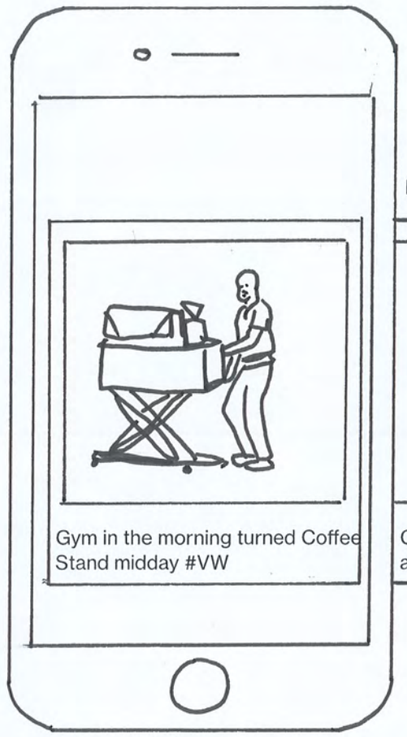
# BRIEF 9
# VANSHARE

Youtube Series explaing the ease & possibilities of VANSHARE

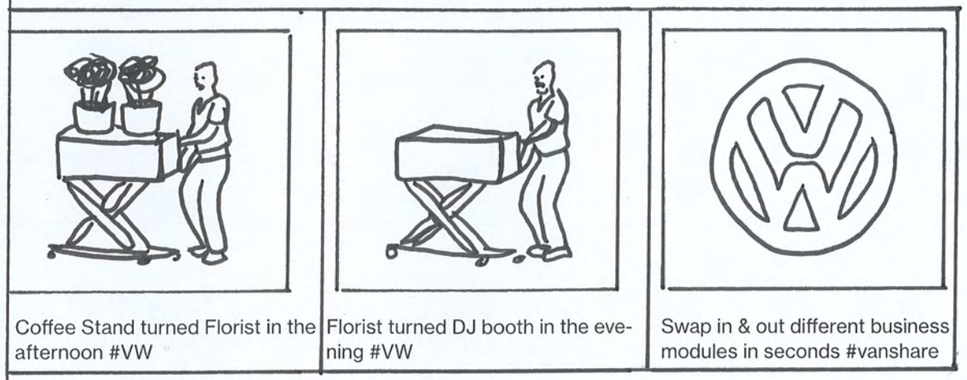


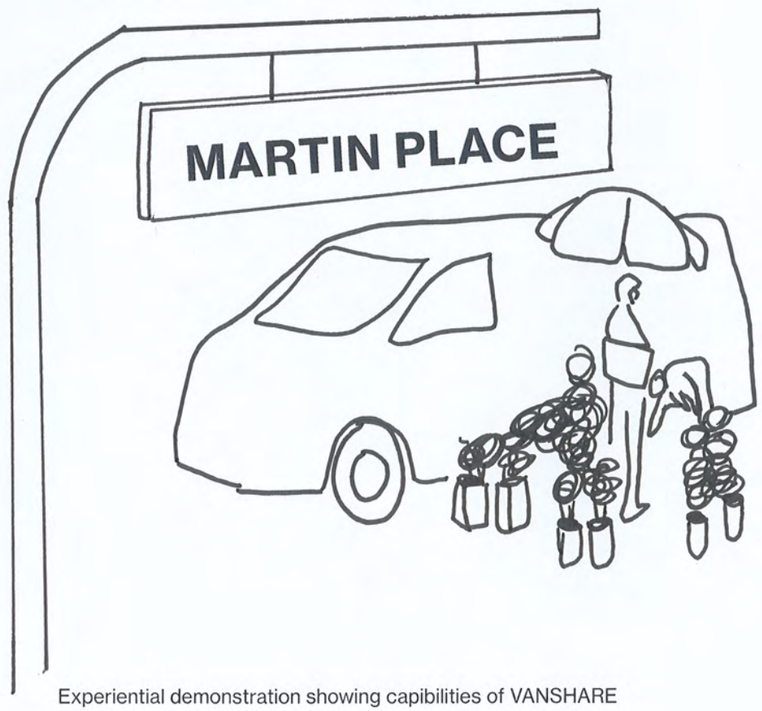

**VANSHARE | MULTIPLE BUSINESSES | ONE VAN**

The upfront cost of a van is expensive for small businesses who may only need the van for a couple hours a day. VANSHARE makes alternating between different businesses easy and cost effective. Learn more about our solution & download the app at your prefered store.
#VanShare #smallbusinesss




Mobile Facebook/Instragram match-cut carousel



Experiential demonstration showing capibilities of VANSHARE

AWARD SCHOOL
supported by facebook

| | |
|---|---|
| **Brief Number:** | **10** |
| **Topic:** | **Strategy** |
| **Deliverables:** | 1/ New strategy and brief<br>2/ Accompanying creative idea |
| **Client:** | NSW Department of Health |
| **Product:** | Vasectomy / Vasectomy Reversal |
| **Target audience:** | Young men |
| **Key insight:** | Most couples do not realize that vasectomies are a legitimate form of birth control which can be reversed when the time comes to make a family. Apart from condoms, men don't have control over their fertility, with women solely experiencing the negative implications of contraception. |
| **Proposition:** | **Permanent contraception that's reversible.** |
| **Reasons to believe:** | • Vasectomies are becoming easier to reverse.<br>• 99.9% effective in preventing pregnancy.<br>• Women can suffer side effects from oral & implant contraception.<br>• Vasectomies have no side effects. |

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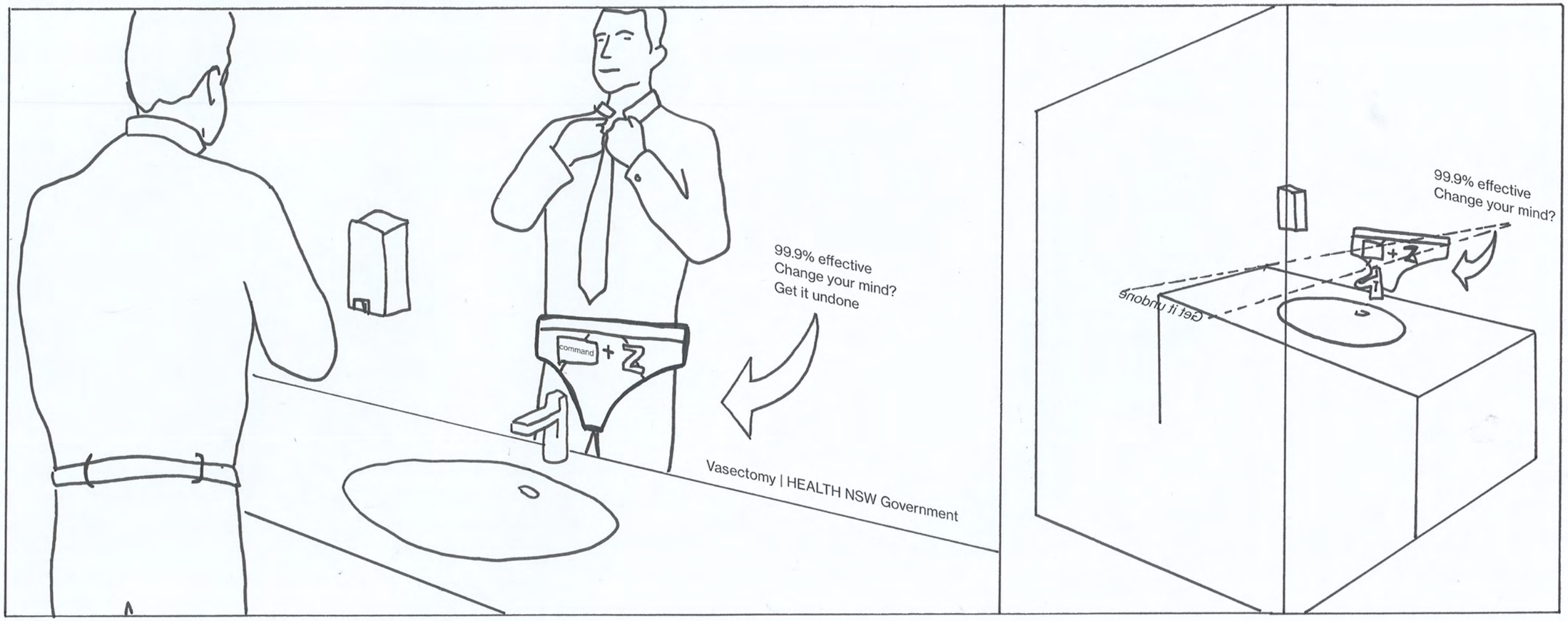
# BRIEF 10
# 99.9% EFFECTIVE.
# CAN BE UNDONE.

**Elevated View:**
Ad is printed in public male bathrooms. 'Get it Undone' is printed on the wall behind the sink showing the 'reversal' aspect in the mirror's reflection.




**Viewers View**
The reversed text lines up perfectly on the mirror alongside the text printed on the mirror.
Note: The underwear is a sticker on the mirror.