# 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. |

© 2019 The Communications Council

More time for mornings.

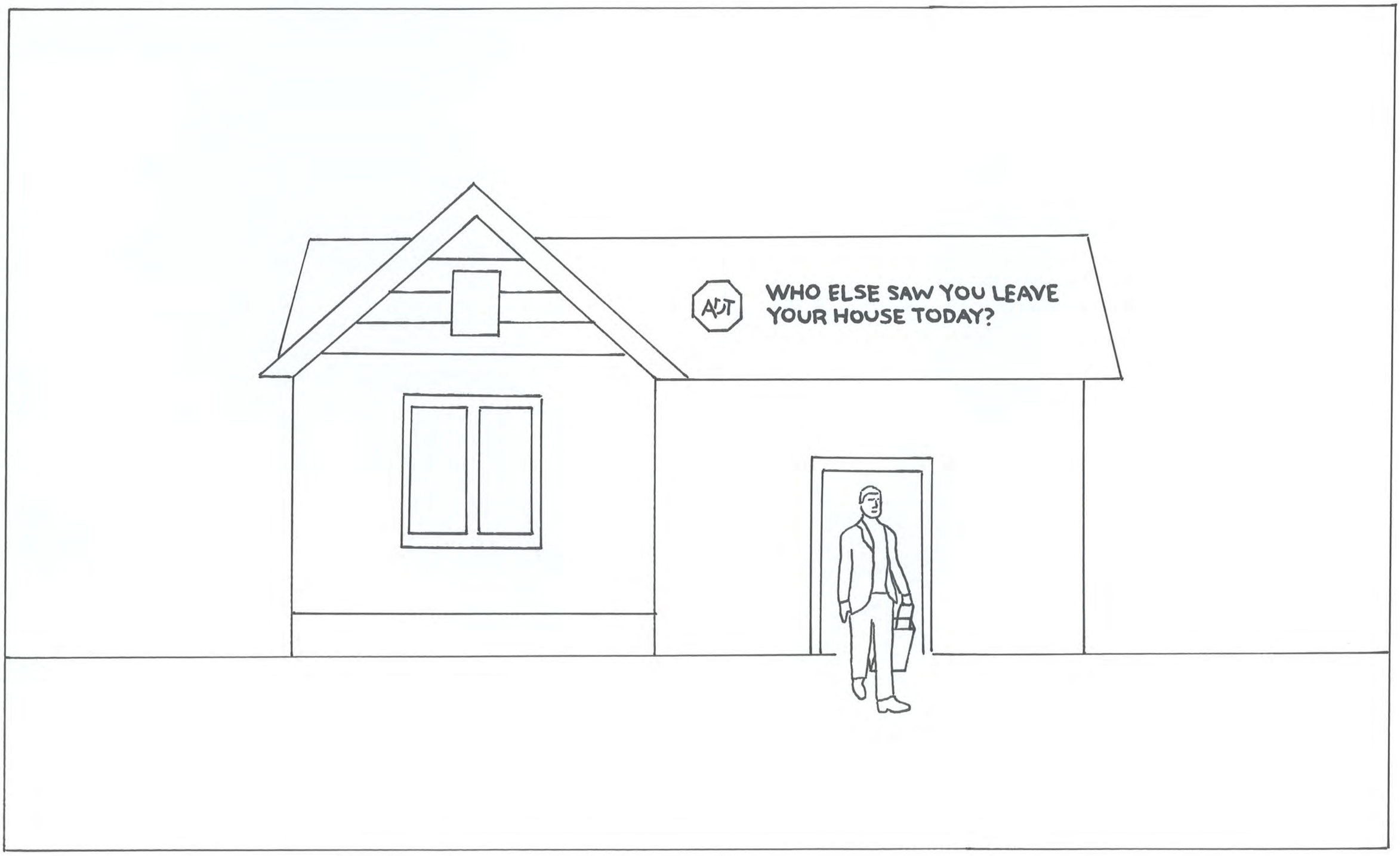
# CREATIVE BRIEF

| | |
|---|---|
| **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 |

© 2019 The Communications Council

## A THIEVES VIEW

A wall decal that looks like the front of a house is displayed in an airport surrounding a real door that travellers walk through.



# 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 |

© 2019 The Communications Council

## TABLE FOR TWO

**MVO1** (Mexican accent) Hola Señor and Señorita!
Welcome to Baja Cantina!

**FVO1** Hi there! Table for 2 please.

**MVO1** Si! We have the one in the corner next
to the Mariachi band.

**SFX** Loud Mariachi band playing.

**MVO1** The one next to that 18th birthday party.

**SFX** Woo-hoo! More Tequila!

**MVO1** Or there's a lovely one here by this
fighting couple.

**SFX** Yelling in Spanish.

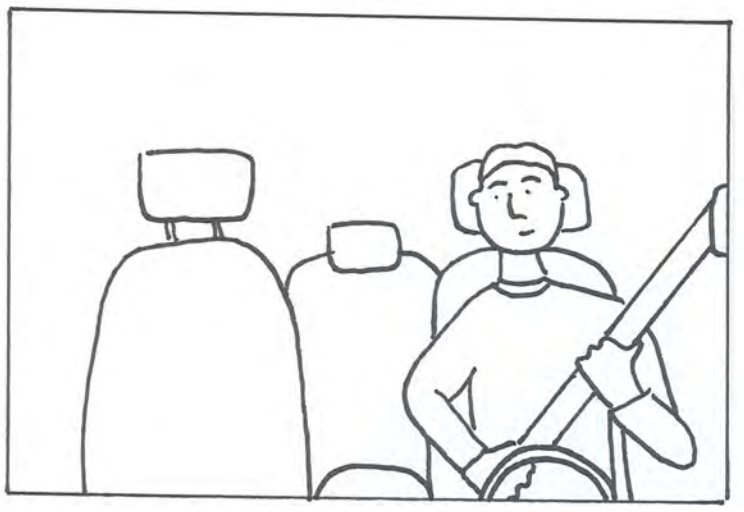
**V/O** Uber Eats.
The flavours of the world are best enjoyed at home.

# CREATIVE BRIEF

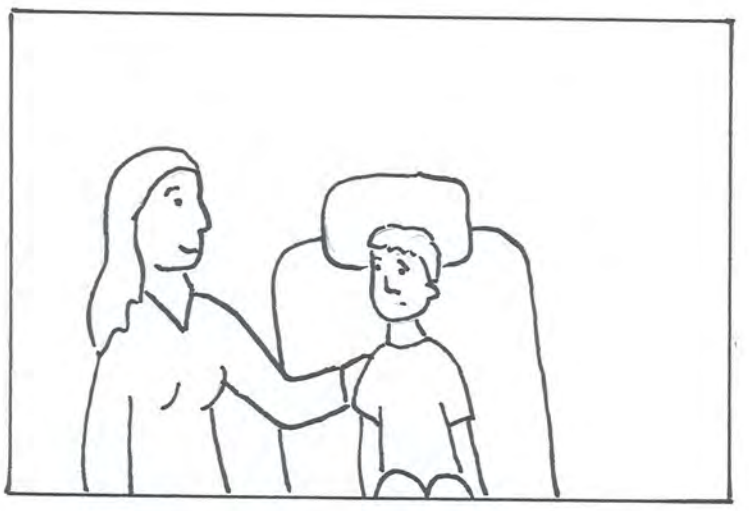
| | |
|---|---|
| **Brief Number:** | **4** |
| **Topic:** | **TVC / Cinema**<br><br>30 second film ad |
| **Client:** | Australian Government |
| **Product:** | Childhood vaccination programs |
| **Target audience:** | Parents of children between 6 months and 4 years old |
| **Key insight:** | The long-term 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 |

© 2019 The Communications Council

SAFE TRAVELS



A dad gets into a car and puts on his seatbelt.



A mum helps her son into the back seat.

BOY: What about my seatbelt, Mummy?

MUM: Don't worry, sweetie, Daddy will drive carefully.

The mum gets into the front seat and puts on her seatbelt.

Don't ignore your childs safety.
Vaccinate today.

Australian Government

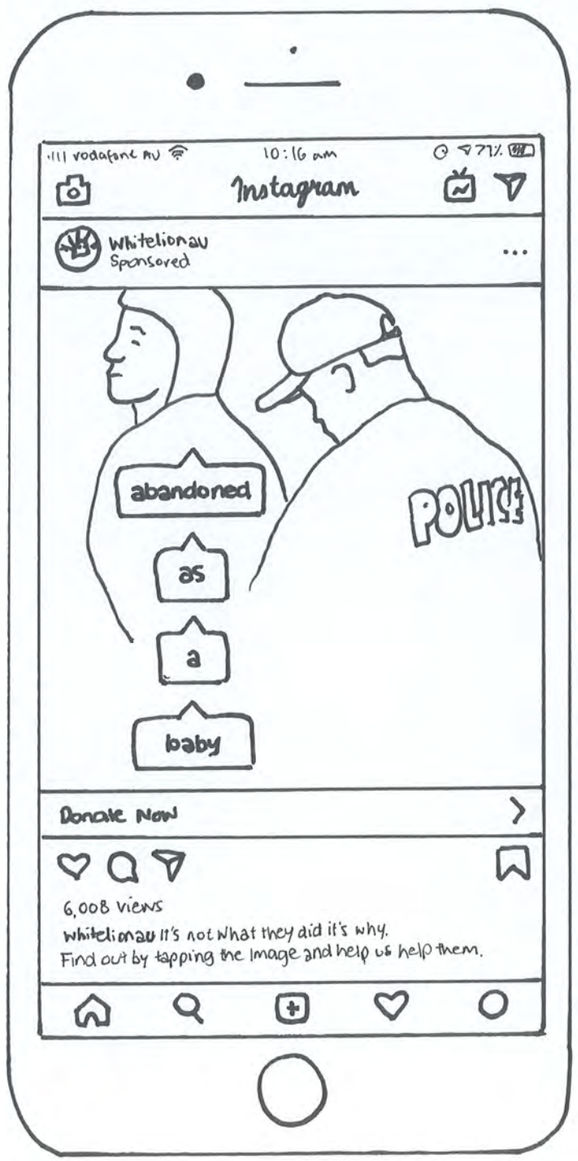
# CREATIVE BRIEF

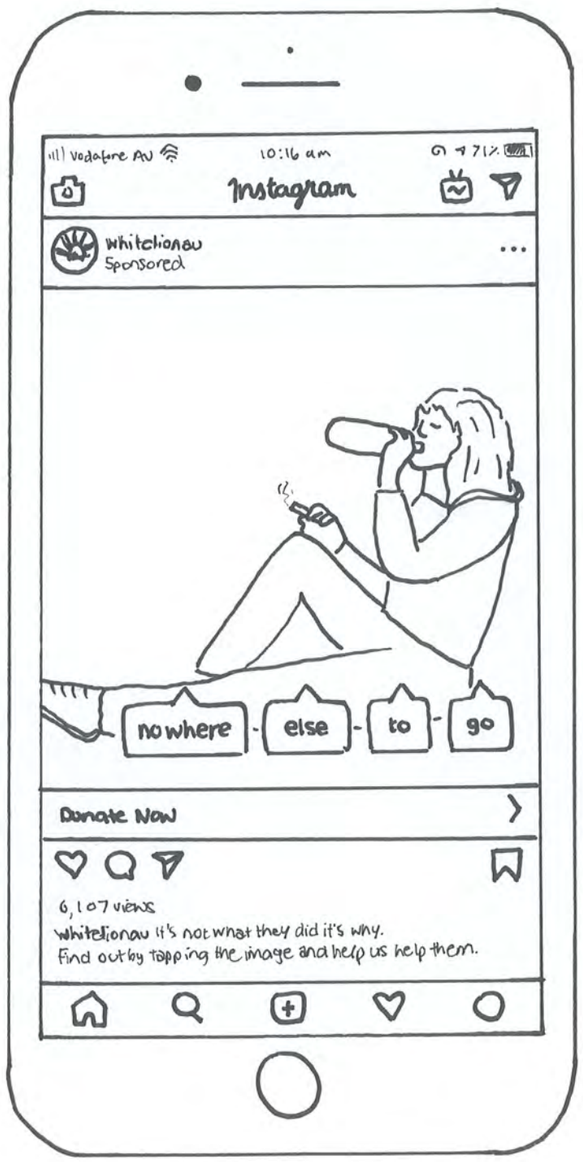
| | |
|---|---|
| **Brief Number:** | **5** |
| **Topic:** | **Mobile**<br><br>Anything on mobile that's inherent to the way people use it, or gets people to use mobile in a new way. This could include Tinder, Facebook, YouTube, Snapchat, Instagram, Spotify, Uber etc. |
| **Client:** | Whitelion (www.whitelion.asn.au) |
| **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. |

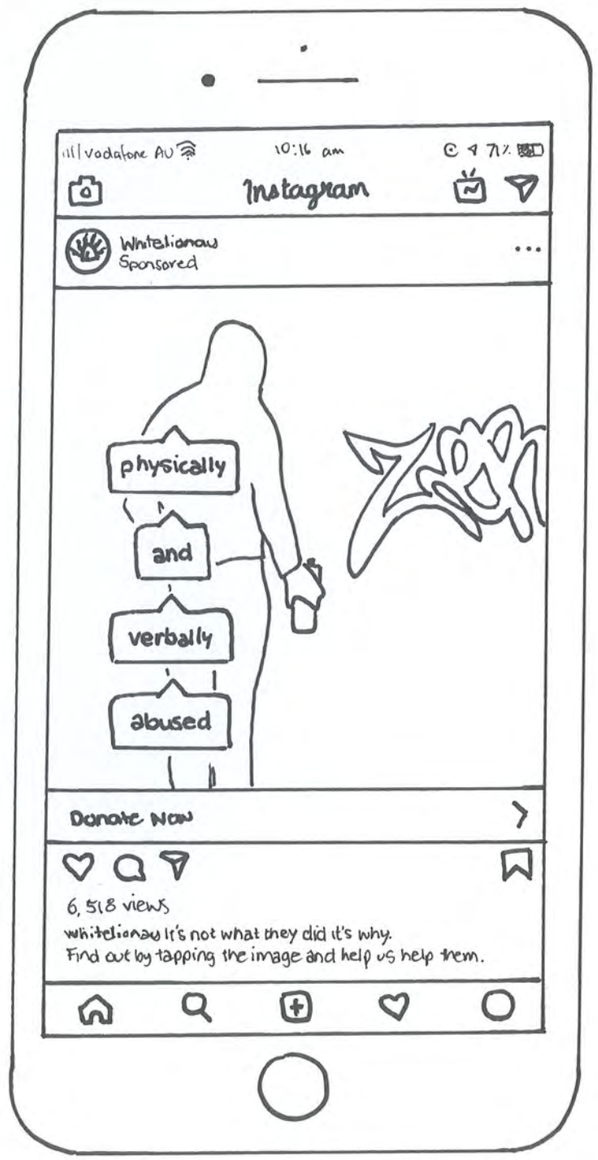
© 2019 The Communications Council

# BEYOND OUR IMAGE

Instagram users are shown images of troubled teenagers committing crimes.
However, when the user taps on the image to see the 'tags',
they receive an emotional insight to the 'why' behind the crime.



# CREATIVE BRIEF

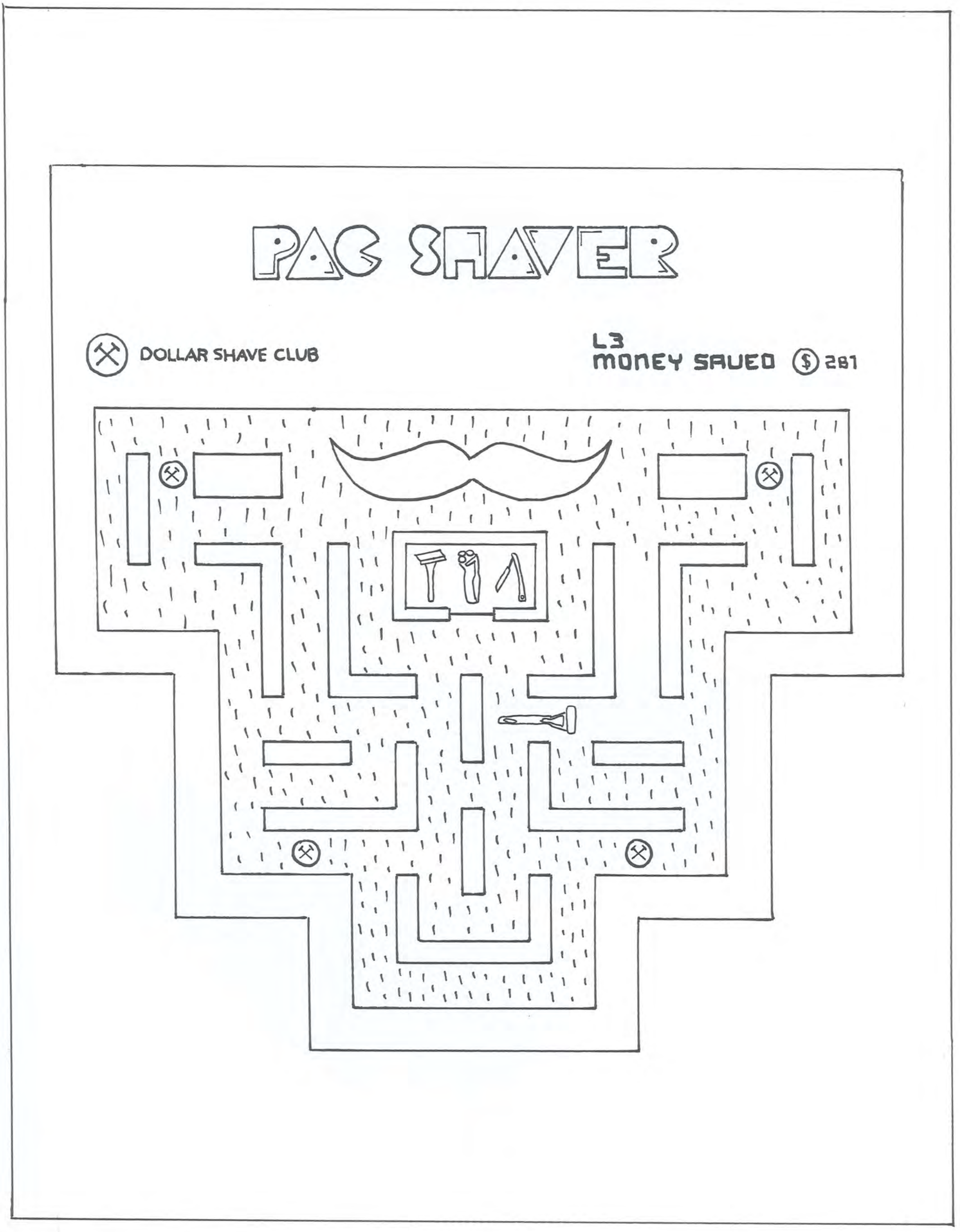
| | |
|---|---|
| **Brief Number:** | **6** |
| **Topic:** | **Digital**<br><br>Digital exists all around us. On desktops, Google, as innovative new technology, even as A.I. What can you use (or invent) in the digital space? |
| **Client:** | Dollar Shave Club |
| **Product:** | Razor delivery service |
| **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 |

© 2019 The Communications Council

PAC SHAVER

Players use the Dollar Shave Club razor to shave the beard to collect points whilst avoiding the villain - various other types of shavers. If a Dollar Shave Club logo coin is collected the villains turn into dollar coins for a limited time as the razor hurries to collect it.

Different levels change into different beard styles and the player with the highest score wins a year supply with Dollar Shave Club.



# 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 |

© 2019 The Communications Council

## THE COMMVENIENCE STORE

A solar powered vending machine [serving outdoor essentials] located in isolated areas where hikers and bush walkers would take their phones but not their wallets.

# CREATIVE BRIEF

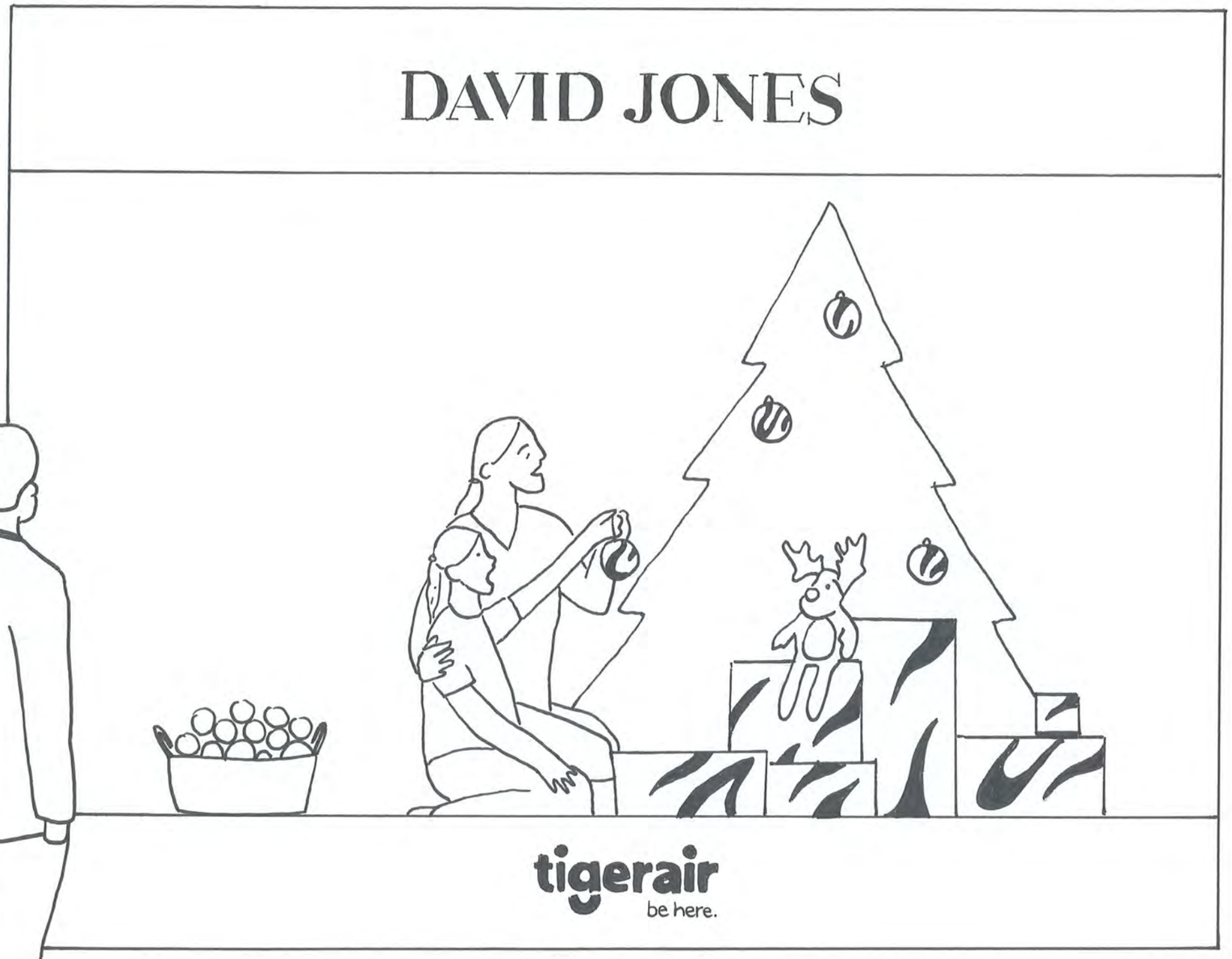
| | |
|---|---|
| **Brief Number:** | **8** |
| **Topic:** | **Media**<br><br>Anything that redefines the *way* we advertise. A new product, a Netflix series, a new piece of tech, a social movement – something we've never seen before. Something that changes culture, how we consume advertising, and the 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 |

© 2019 The Communications Council

BE THERE WITH TIGER

Using the famous David Jones Christmas window displays, show onlookers what they're missing out on by using real life actors to create family christmas scenes that are worth travelling for.

Execution 1



BE THERE WITH TIGER

Using the famous David Jones Christmas window displays, show onlookers what they're missing out on by using real life actors to create family christmas scenes that are worth travelling for.

Execution 2

DAVID JONES

tigerair
be here.

BE THERE WITH TIGER

Using the famous David Jones Christmas window displays, show onlookers what they're missing out on by using real life actors to create family christmas scenes that are worth travelling for.

Execution 3

# 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 |

© 2019 The Communications Council

# THE PERFECT PARTNER

The Volkswagen Transporters flexibility makes the perfect partner for any small business. Other vehicles just can't compete.

1. Radio

## THE BREAKUP

**DAD** Kids please sit down. I need to talk to you about something.

**KID 1** What's wrong, Daddy?

**DAD** Now you know that the SUV and I love you both very much.

**KID 2** Mhmm. Yeah.

**DAD** But unfortunately some things just don't work out. It's nothing personal, It's just business. It just can't do all the things that –

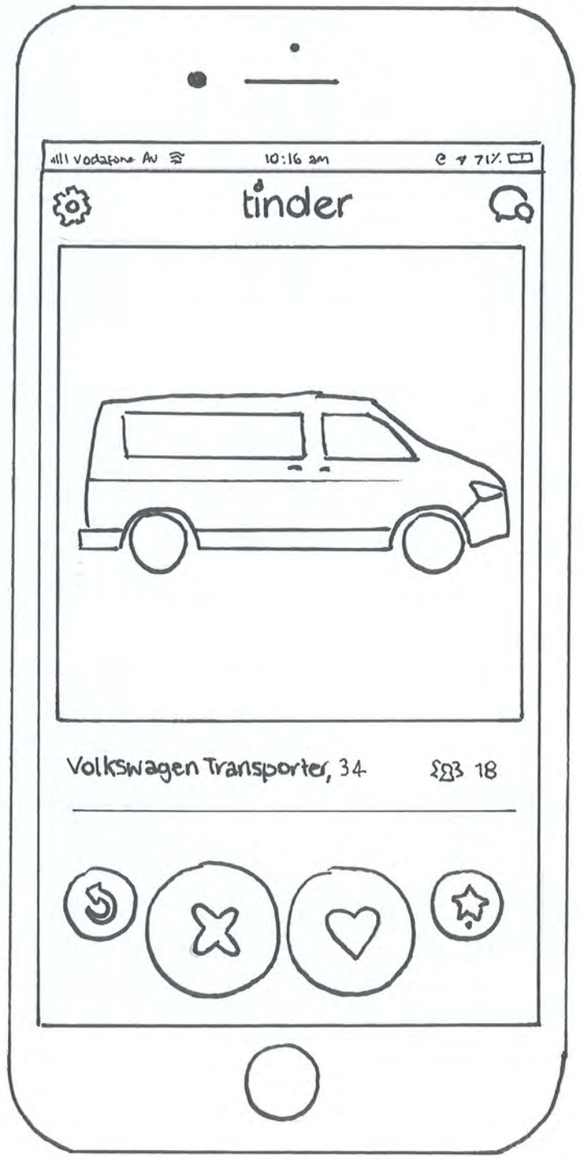
**SFX** Awkward Silence

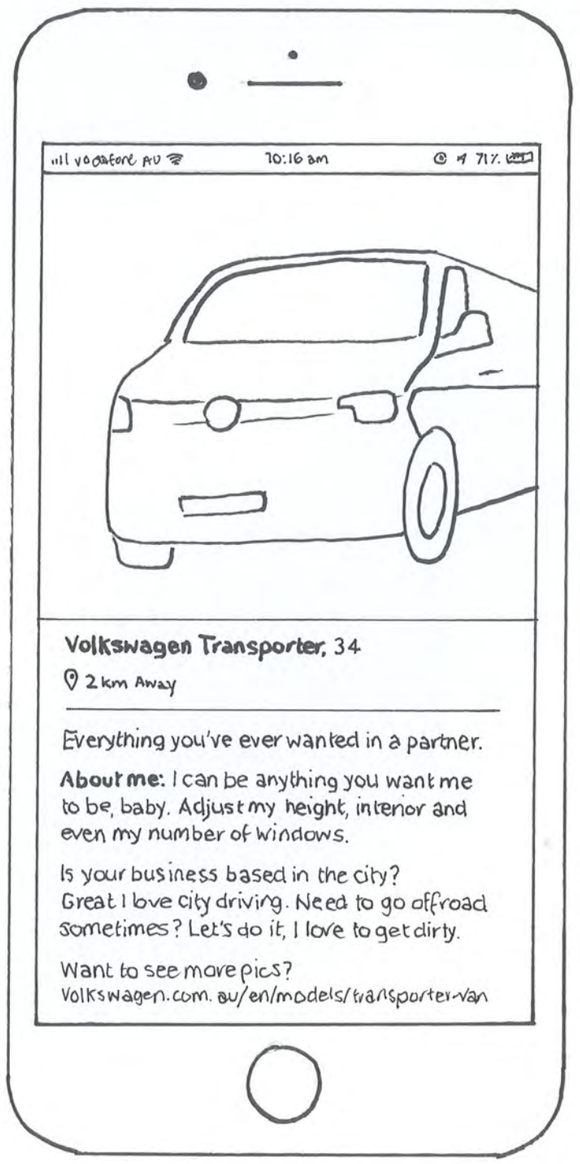
**DAD** You may as well know now. There's someone else. Someone who meets all my needs and now I couldn't imagine doing business without them.

**V/O** The Volkswagen Transporter.
Everything you've ever wanted in a partner.

THE PERFECT PARTNER

2. Digital/social - Tinder profile

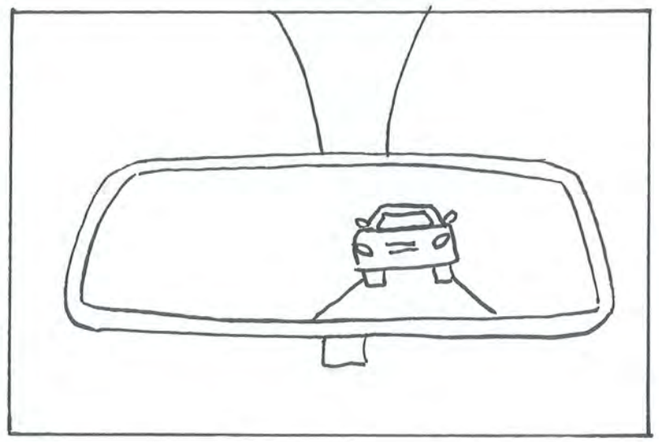


# THE PERFECT PARTNER

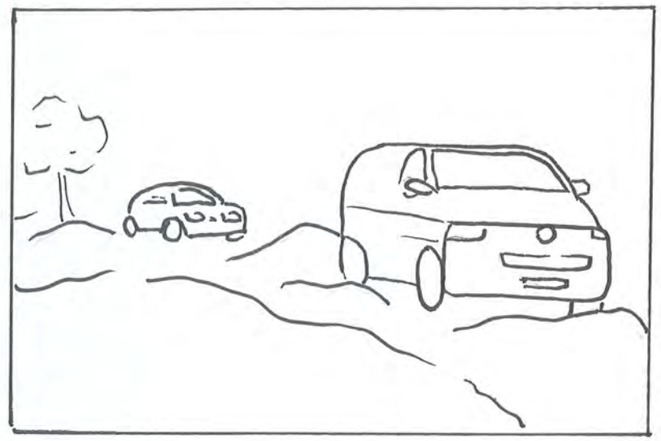
## 3. TVC

A man drives along a country road in his Volkswagen Transporter.

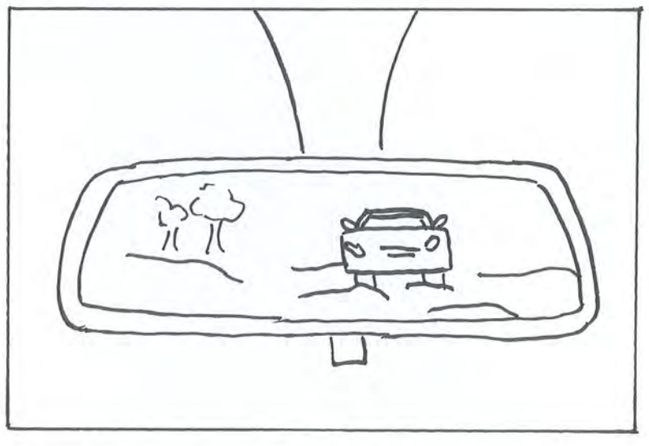


Suddenly, he notices a car following him in his rear view mirror.

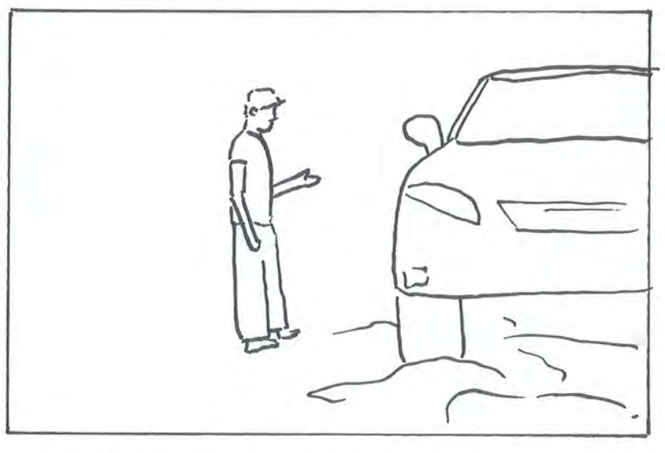
MV01: (sighs) Not this again.



The man tries to lose the car as he drives roughly through the country side.

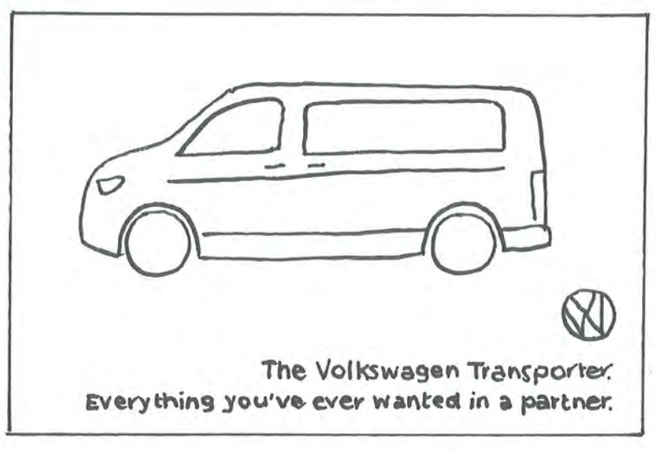


The man sees in his rear view mirror that the car following him is bogged.



The man gets out of the van and starts talking to the bogged car.

MV01: We've talked about this. It's over. The business deserves more, someone who can handle anything and I've found that, but it's not you. Now, please, go home before you hurt yourself.



AWARD SCHOOL
supported by facebook

# CREATIVE BRIEF

| | |
|---|---|
| **Brief Number:** | **10** |
| **Topic:** | **Strategy** |
| **Deliverables:** | 1/ New strategy and brief<br>2/ Accompanying creative idea |
| **Client:** | WWF |
| **Product:** | Huntsman spiders |
| **Target audience:** | Australian residents |
| **Key insight:** | Huntsman spiders are killed by people out of fear that they will attack and be harmed by them. However, the Huntsman is not only harmless but actually helps humans by preying on and ridding households of smaller, unwanted critters. |
| **Proposition:** | **The best house mate** |
| **Reasons to believe:** | • Huntsman spiders help rid households of critters such as cockroaches<br>• They like to keep to themselves<br>• Although unlikely, a Huntsman bite may cause some pain but is not fatal |

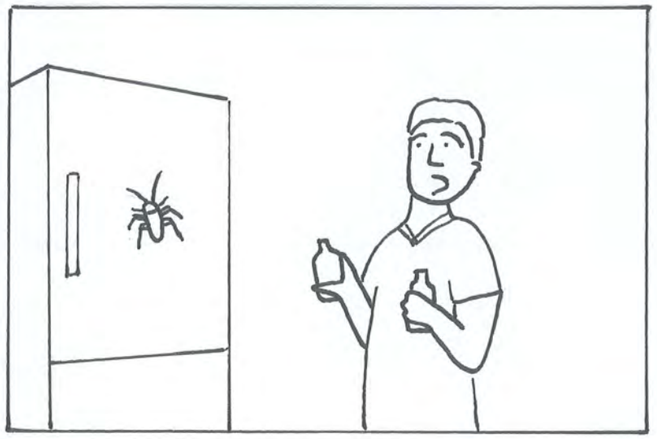
AWARD | powered by the communications council

© 2019 The Communications Council

# DAVE, THE HUNTSMAN

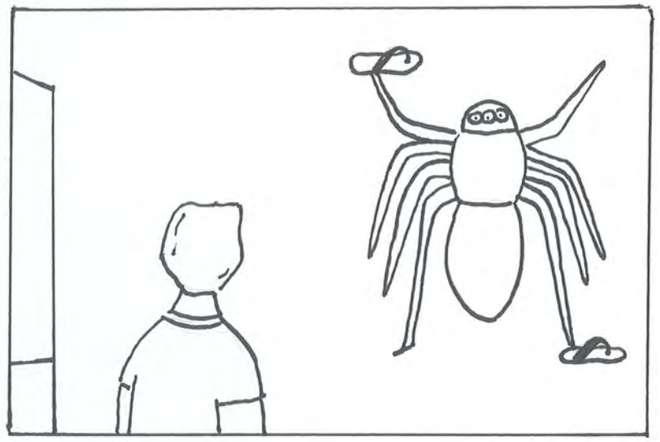
MVO1: Hey Dave, do you want another beer, man?

DAVE: (yells from out of frame)
Yeah, go on then.



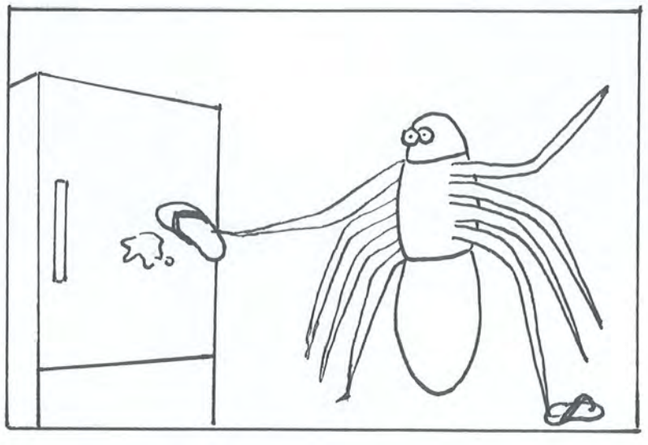
The man closes the fridge door to see a cockroach.

MVO1: (yelling in a high pitch) DAVE, OH MY GOD, DAVE! QUICKLY! THERE'S ANOTHER ONE!

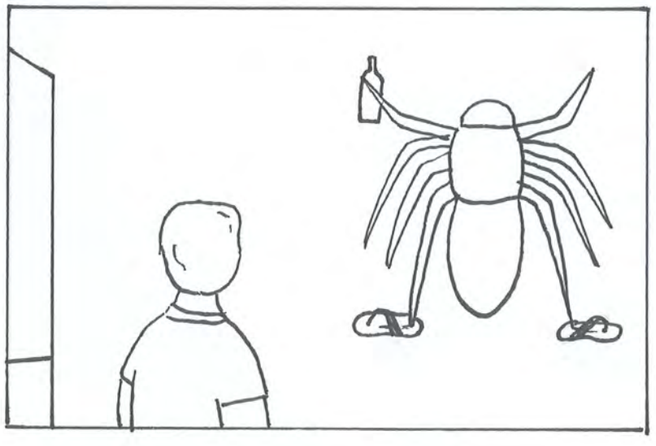


Dave, the Huntsman, appears and takes off one of his thongs.

Dave: Alright, where is it?



Dave squashes the cockroach with his thong.



Dave grabs his beer and walks away.

DAVE: You've really got to get it together, man.

MVO1: (in a sheepish tone) Thanks, Dave.

**Huntsman spiders.**
**Here to help.**

WWF