



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

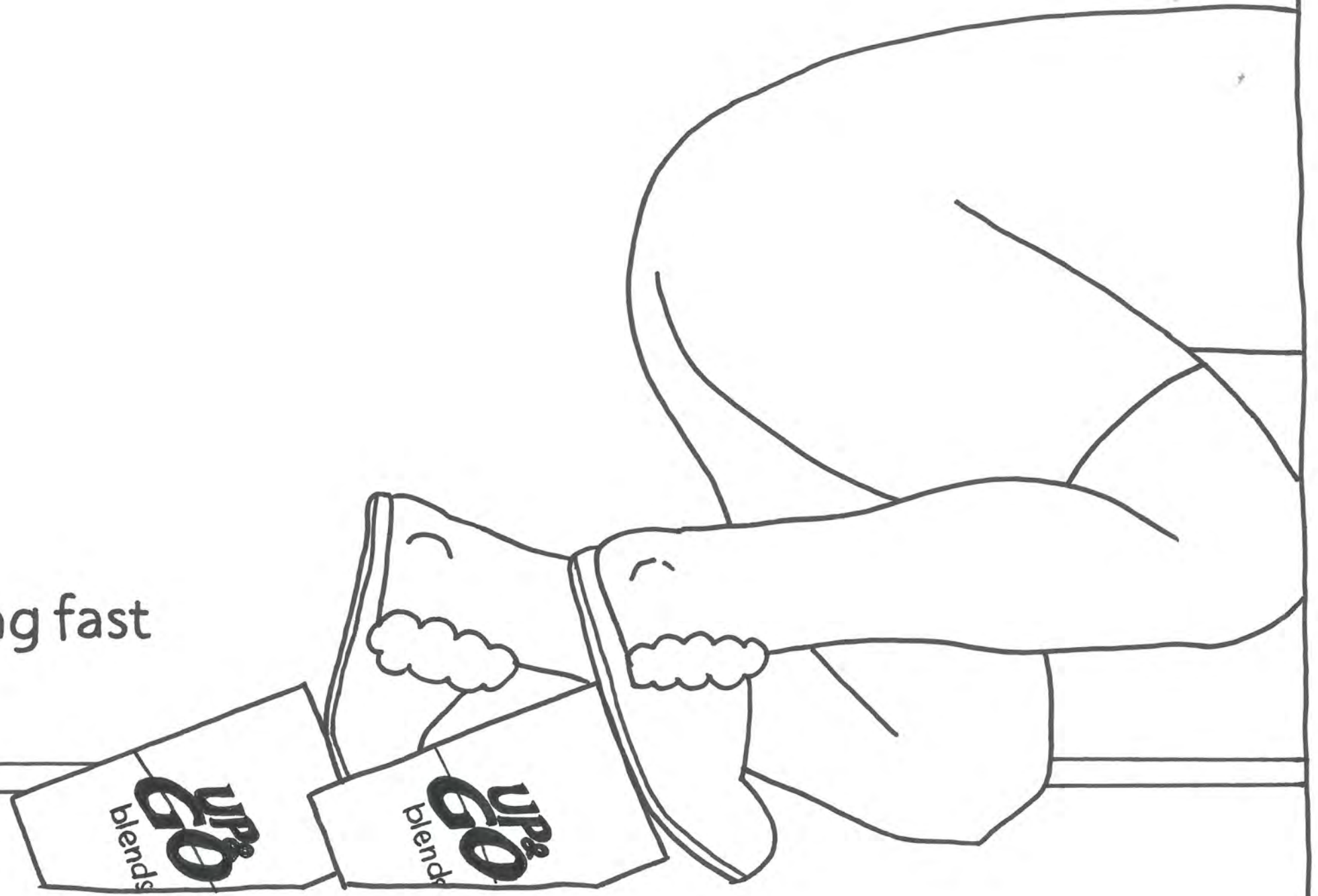
Key insight: Young people are trying to fit more into their days, so are less likely to eat breakfast at home

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.

Start your morning fast





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



With criminals everywhere, it pays to protect your home

6'3"

6'1"

5'9"

5'7"

5'5"



This outdoor billboard will be situated at train stations so as the platform gradually fills up it will reveal a police line up.

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

The Dangers of Travel - Uber Eats

MVO: Did you know Mexico is the 24th most dangerous country?

I didn't think so.

How much do you like spicy fish tacos now Susan?

Not that much?

Uber Eats - Stay Home.



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

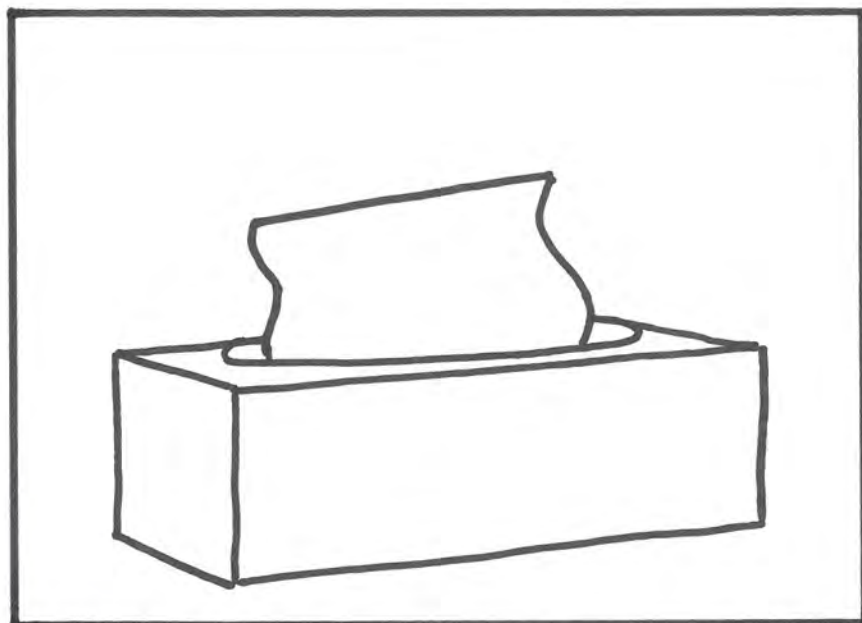
Key insight: The long-term benefits of vaccines are hidden because they work. But the consequences of not vaccinating might see your child never grow up.

Proposition: **Let your child have a future**

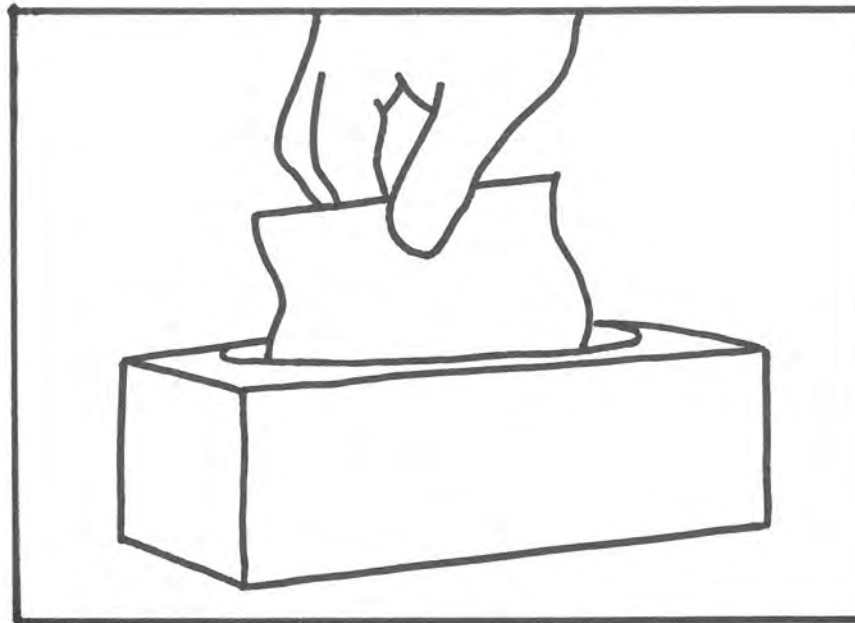
Reasons to believe:

- 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

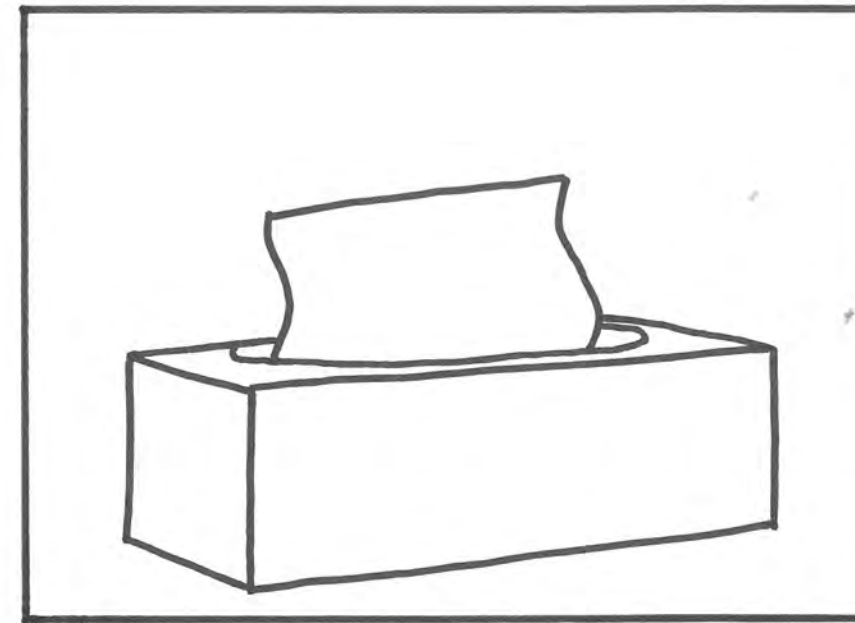




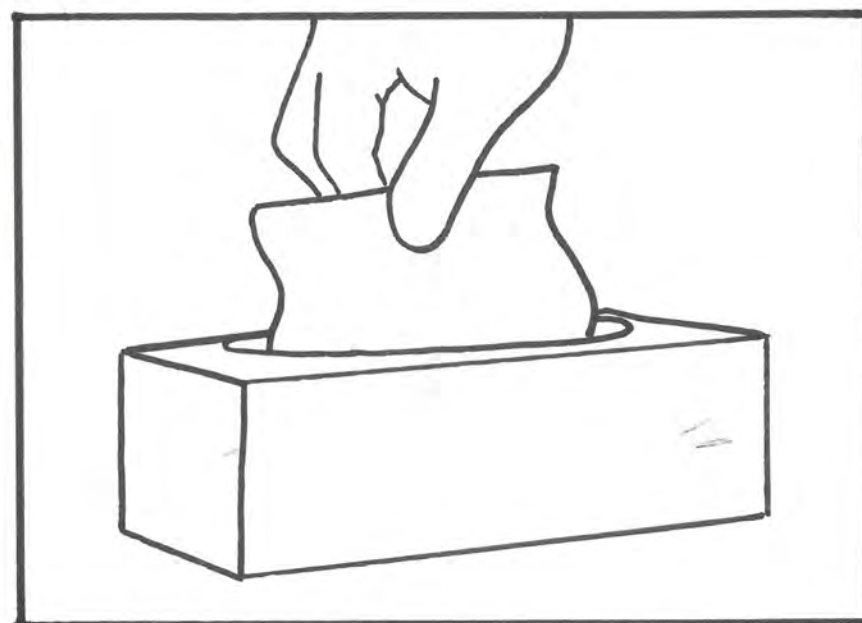
FVO: If you worry about your child's common cold



SFX: Tissue pulled from box.

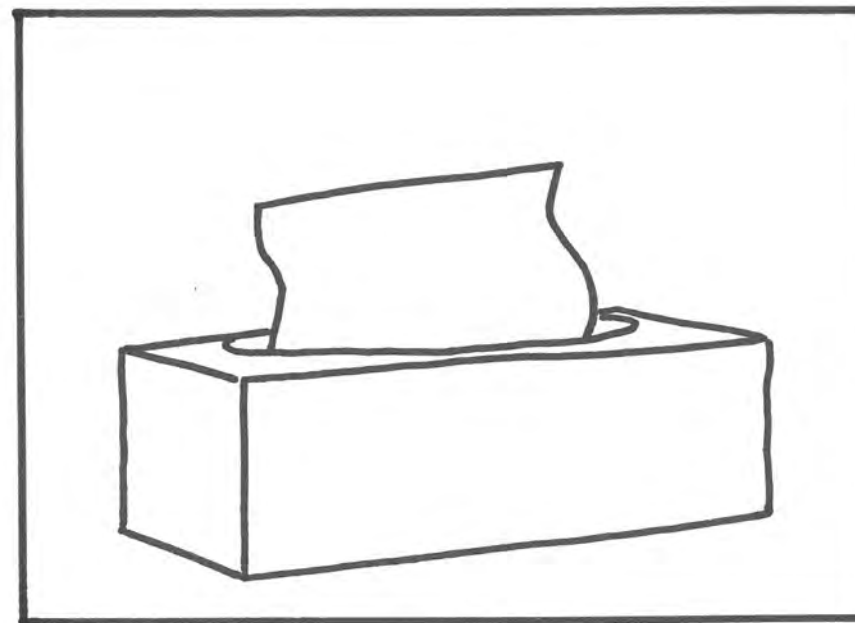


SFX: *Blows nose.*



FVO: Then how would you feel if they were seriously sick?

SFX: *Hospital machines beep (continue under)*



SFX: *Woman begins to sob (continue under)*



FVO: Vaccinate your children today.

SFX: *Hospital machines beep and the crying fades slowly.*



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.



Save a child's life with Whitelion



Help underprivileged children and spread the message forward.

Choose to decline or accept the invitation to save a child's life.

Donate to WhiteLion.

Pass the message forward to those around you via AirDrop.

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

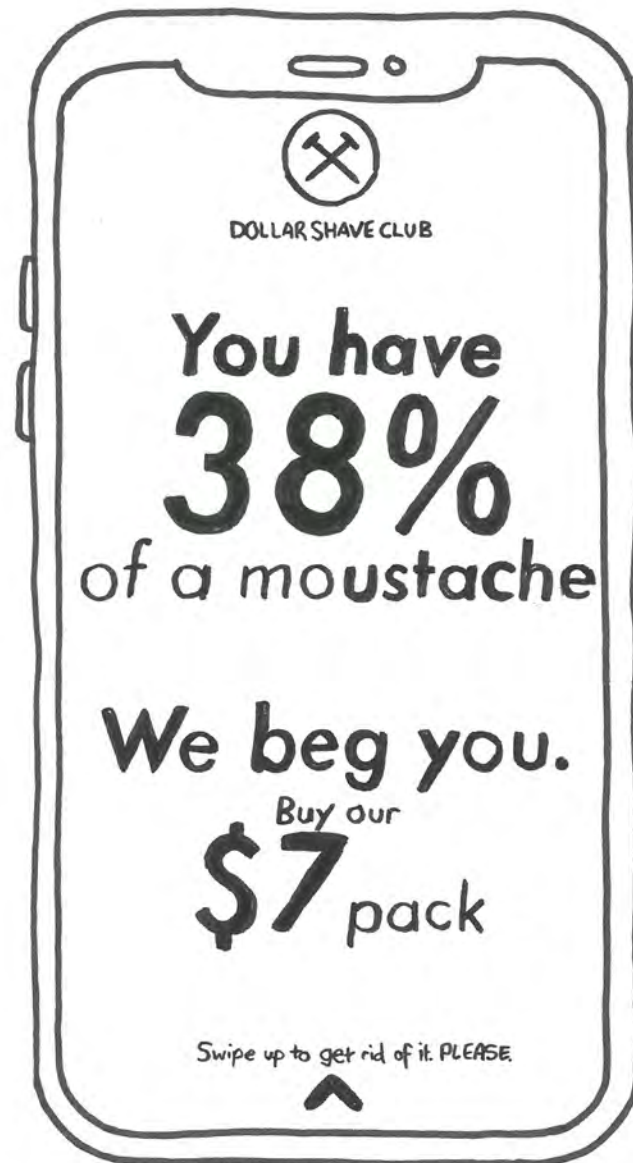
Key insight: Shaving is a necessity, not a luxury. No one wants to pay too much for the basics.

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

SAY NO TO SH*T BEARDS



Assess the strength of a beard
through snapchat.

Then we let you know if you
need to get rid of it.



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



tigerair Yearly Ticket



Tigerair launch a ticketing subscription service ensuring you never miss out on important events. You can plan trips in advance or fly home at short notice no matter how urgent.

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

◇ x Apple Pay

SINGLE POCKET JEANS

A pop up store selling single pocket jeans
because you no longer need a wallet



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:

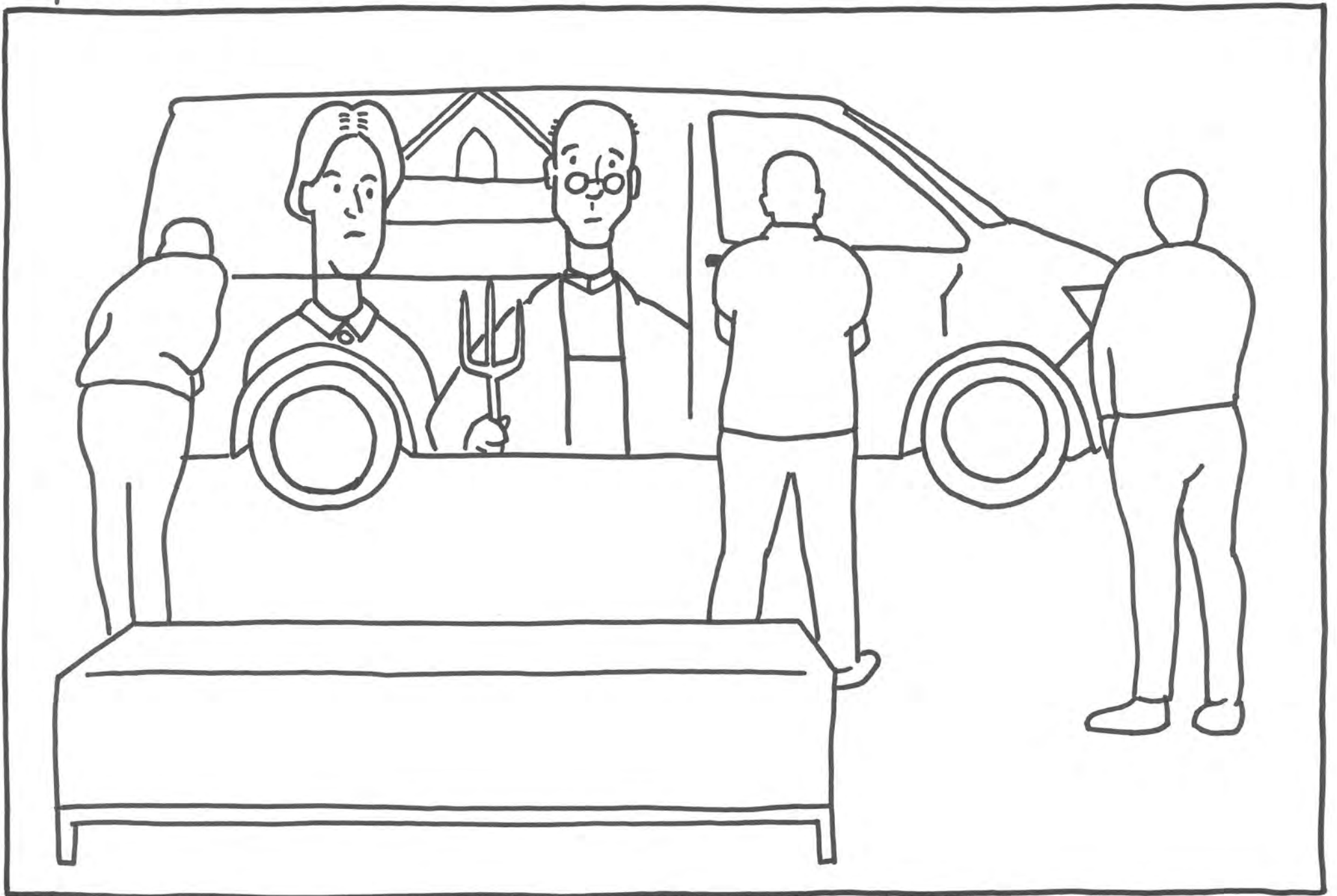
- The Transporter can handle a large load
- Configure your van how you want it (roof height, doors or windows, and how many seats)
- 4Motion tech (all wheel drive) to tackle city and country roads



Blank Canvas

The Volkswagen Transporter is a blank canvas for small business owners to utilise no matter their field.

Blank Canvas - Activation #1 Experiential



An exhibition for Transporters used as a blank canvas for prominent artists.

The exhibition doubles as a showroom for the van.

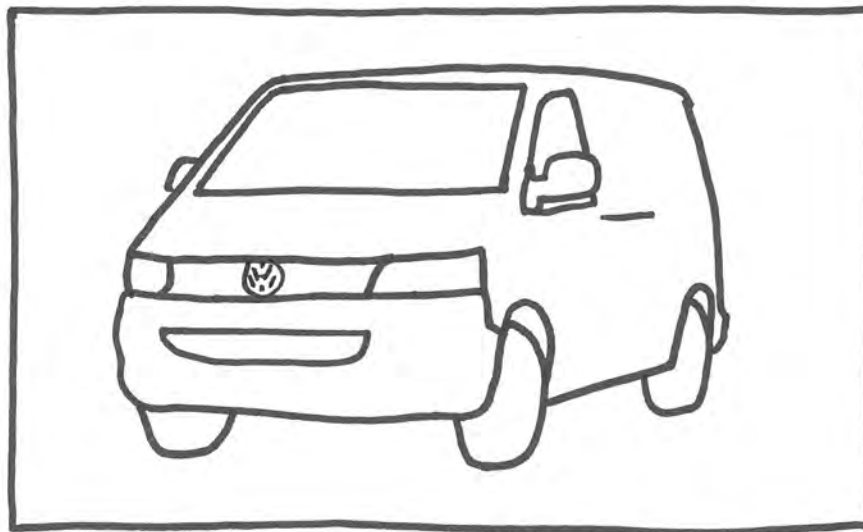
Blank Canvas - Activation #2
Experiential



Personalised vehicles are auctioned off to small business owners.

They can customise the features and the artwork to suit their needs.

Blank Canvas - Activation #3
Print



The Blank Canvas - Exhibition.
*A brave exploration of flexibility,
choice and dilemma.*

By Aurellia Silverstein

The Blank Canvas addresses the long ignored plight of the small business owner. In essence this tactile display characterises the difficulties held by those pioneers of this modern landscape.

Newspaper and lifestyle publications will advertise the event speaking about the Volkswagen dealership as if it is an art gallery, through a series of fake reviews.

Brief Number: 10

Topic: Strategy

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

Client: Google

Product: Google Home

Target audience: Families with relatives suffering from
Alheimers disease

Key insight: People with Alheimers need regular care but
their families cannot be around all the time.

Proposition: Preserve their memories.

Reasons to believe: - 75% of people suffering from Alheimers disease do
so without knowledge or diagnosis.

- Without carers around, people struggling with
Alheimers regularly need assistance with simple
tasks.

- The machine learning functions of a Google Home
device means it can learn, remember and recall details
from previous conversations.

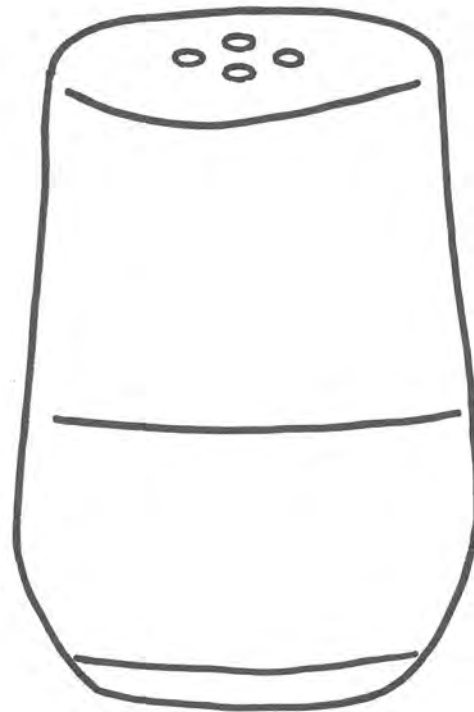
- Voice command functions means people with mobility
issues can easily use the device, especially in the case
of an emergency.

Always Home by Google



Google assistant helps elderly alzheimers patients improve thier quality of life.

As family members to those struggling with Alzheimers disease, we physically can't be around to help them all the time.



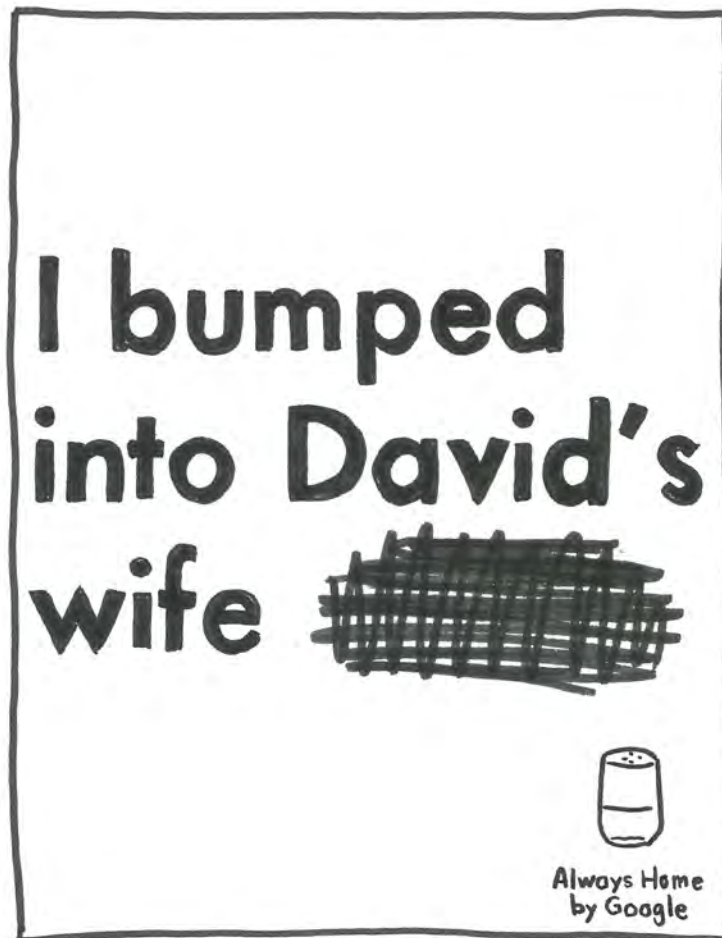
Your Doctor's name is
Mary-Anne Holmes.

Don't forget tonight is
bin night.

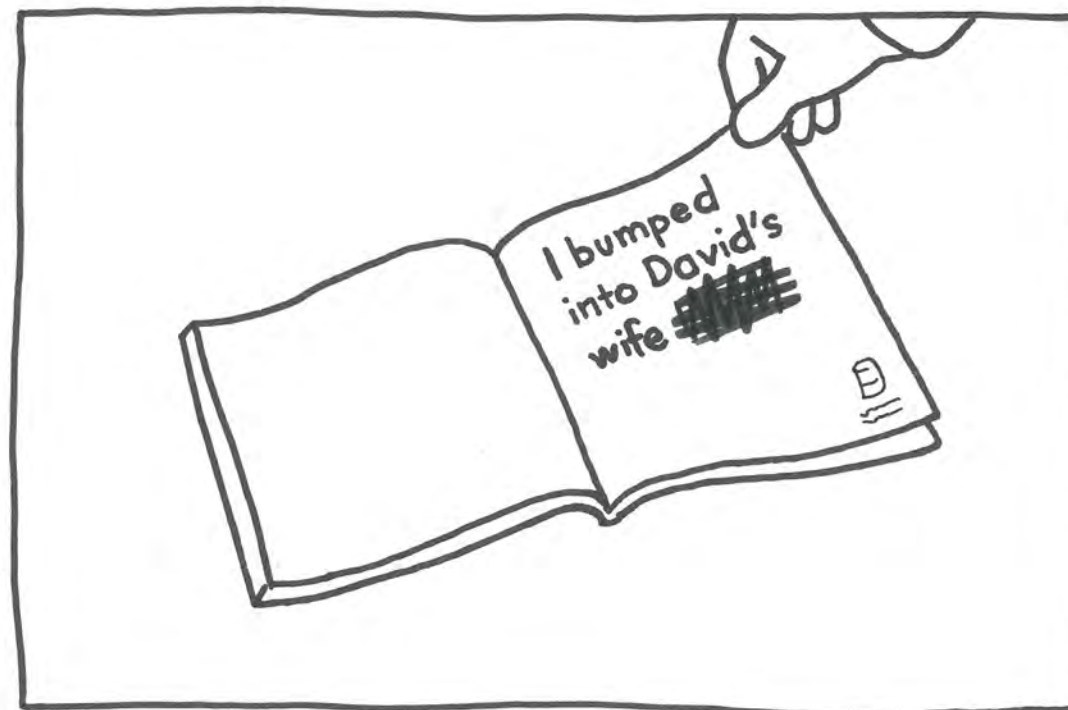
Press number 7 to
watch the news.

Google home will report to you with frequent questions asked, so next time they can be answered.

Execution - Print Campaign



A name will appear blurred and obscured to replicate the feeling of experiencing Alheimers disease.



When turning the plastic page, the name is revealed showing how Google assistant can assist with common problems for the elderly.

