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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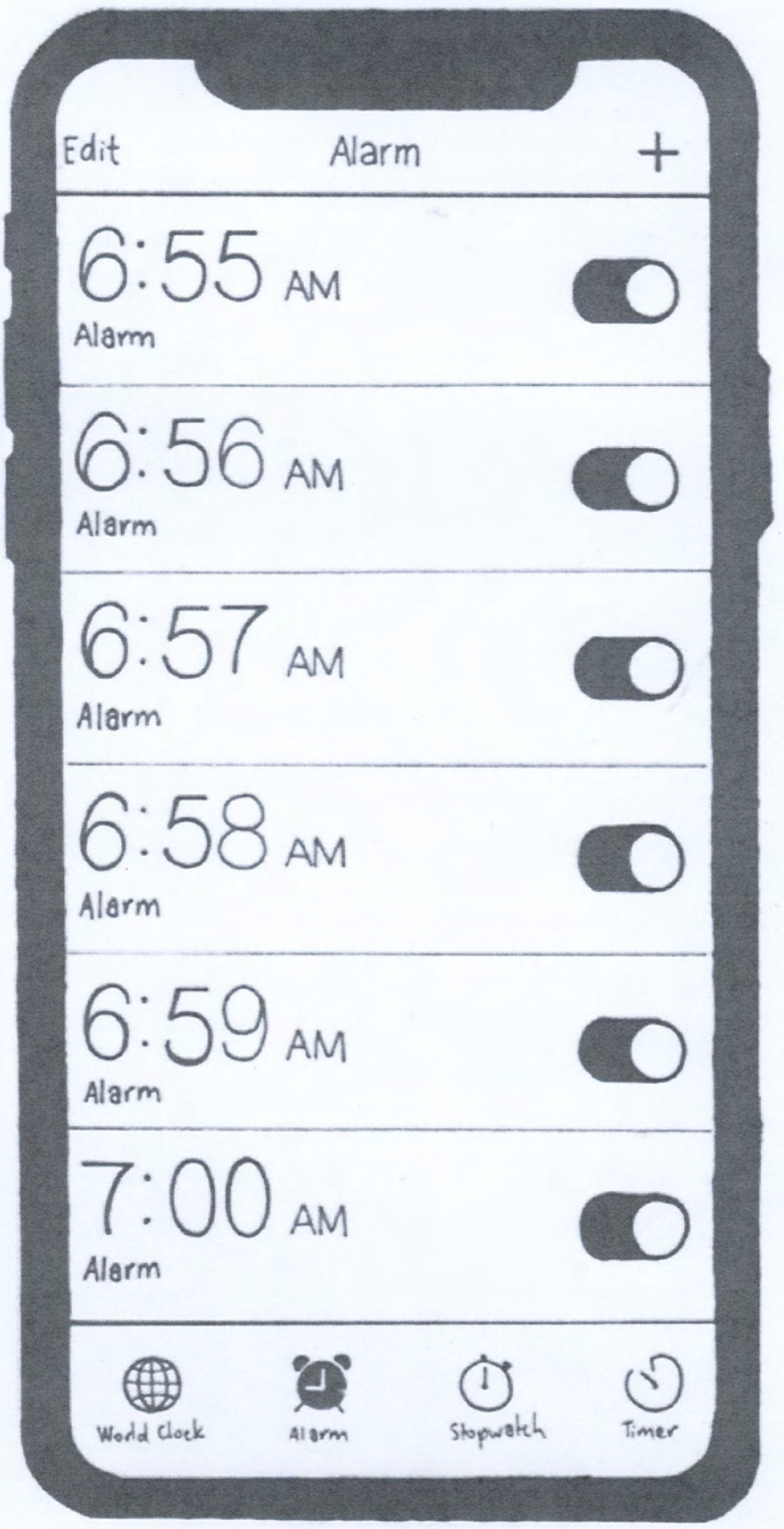

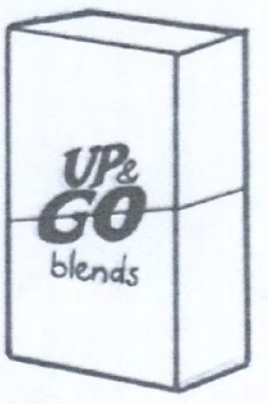

For cereal snoozers.

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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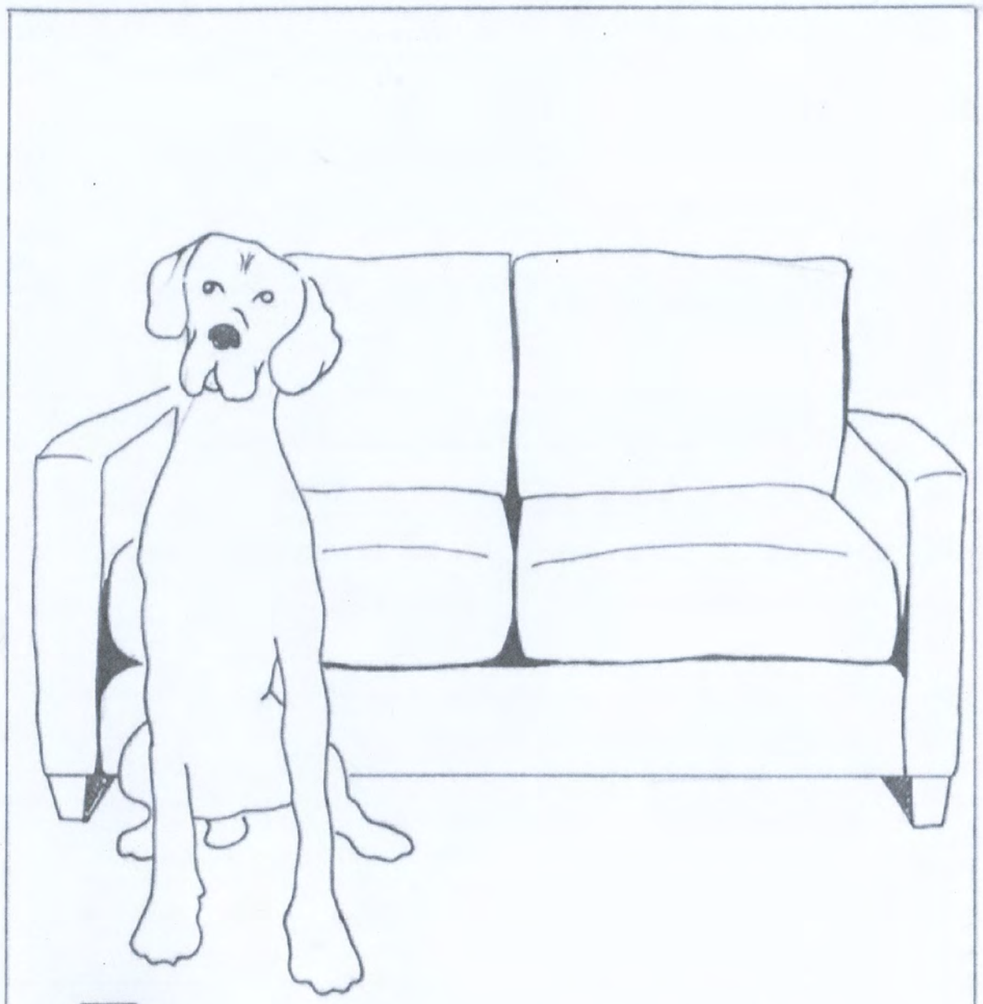
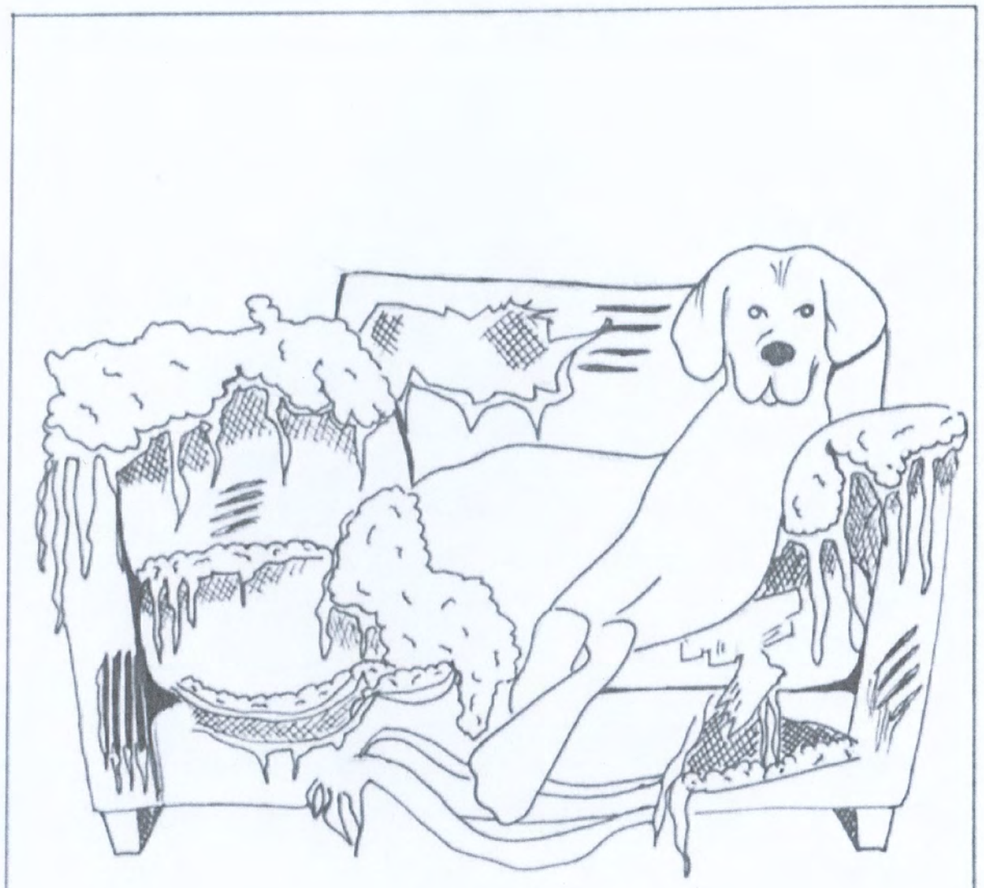
Digital billboard using eye-tracker technology:

1. When the pedestrian views the digital billboard, the dog appears sensible, calm and obedient.
2. When the pedestrian turns their head, the dog will proceed to destroy everything in the living room.



ADT 24/7 HOME SECURITY | CATCH THEM IN THE ACT



ADT 24/7 HOME SECURITY | CATCH THEM IN THE ACT

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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Bone App the Teeth

Two super-ocker middle aged men take turns attempting to pronounce foreign and exotic food names.

Man 1: (Clears throat) Ee-dah mammy

Man 2: Nah-zi gore-reng

Man 1: Boif burg-in-yong

Man 2: Poke bowl

Man 1: Foe soup

Man 2: Pad See Youse

VO: You don't have to pronounce right with Uber Eats.

Man 1: Bone app the teeth

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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Midlife Crisis

Open on a toddler driving a motorbike with a girl on the back. His long hair blows in the wind.

Close up of the tattoo on his arm and his earring.

Two is too early for a midlife crisis.

Australian Government

VO: Give your kids time to grow up. Vaccinate them today.

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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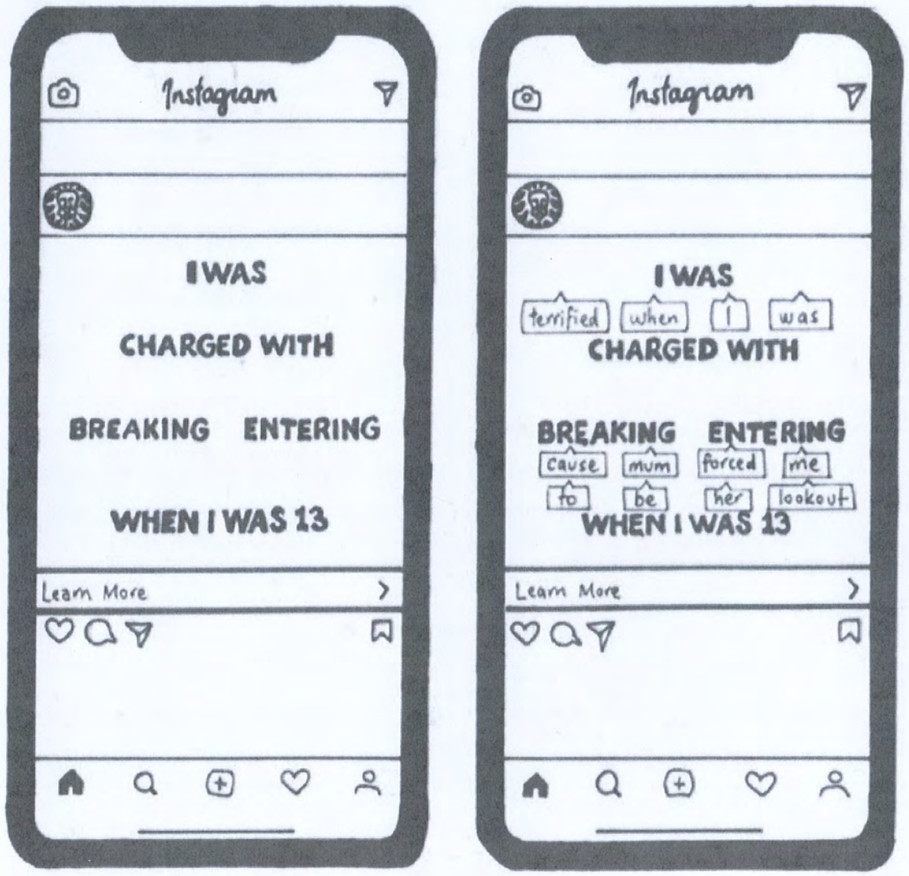
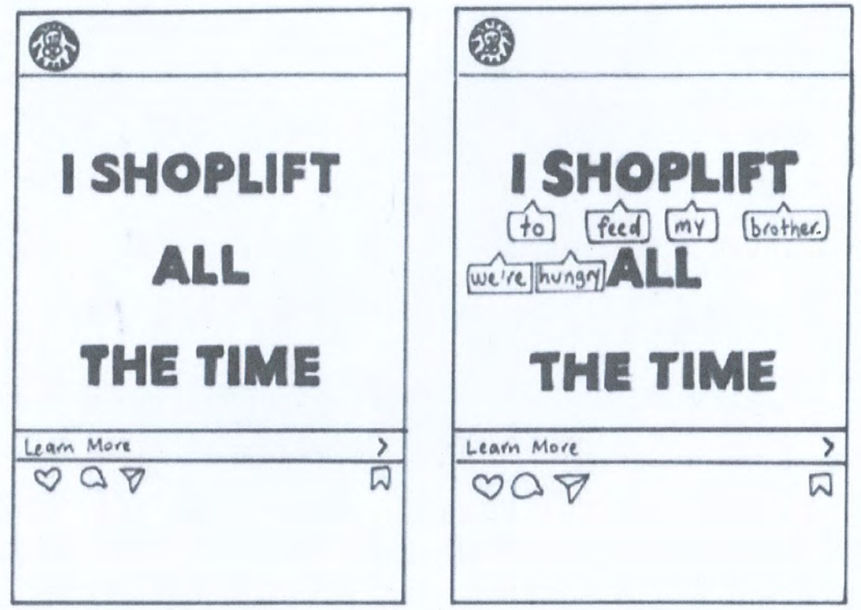
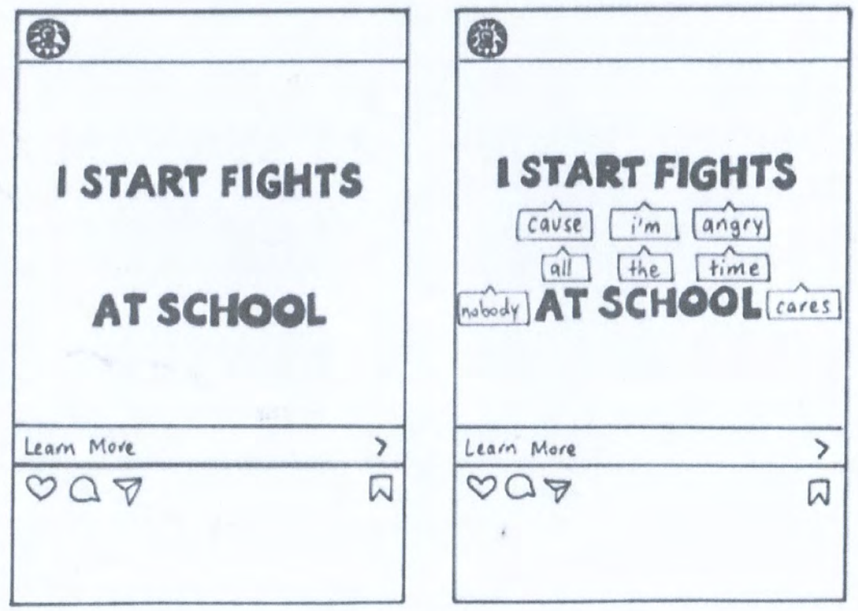
Tap for the Truth

Insight: People don't take the time to understand factors contributing to crimes
Idea: Instagram ads targeting Australian mothers that display young offenders' crimes. When the images are tapped, the tags are revealed on the image to fill in the whole narrative.

Instagram ads:







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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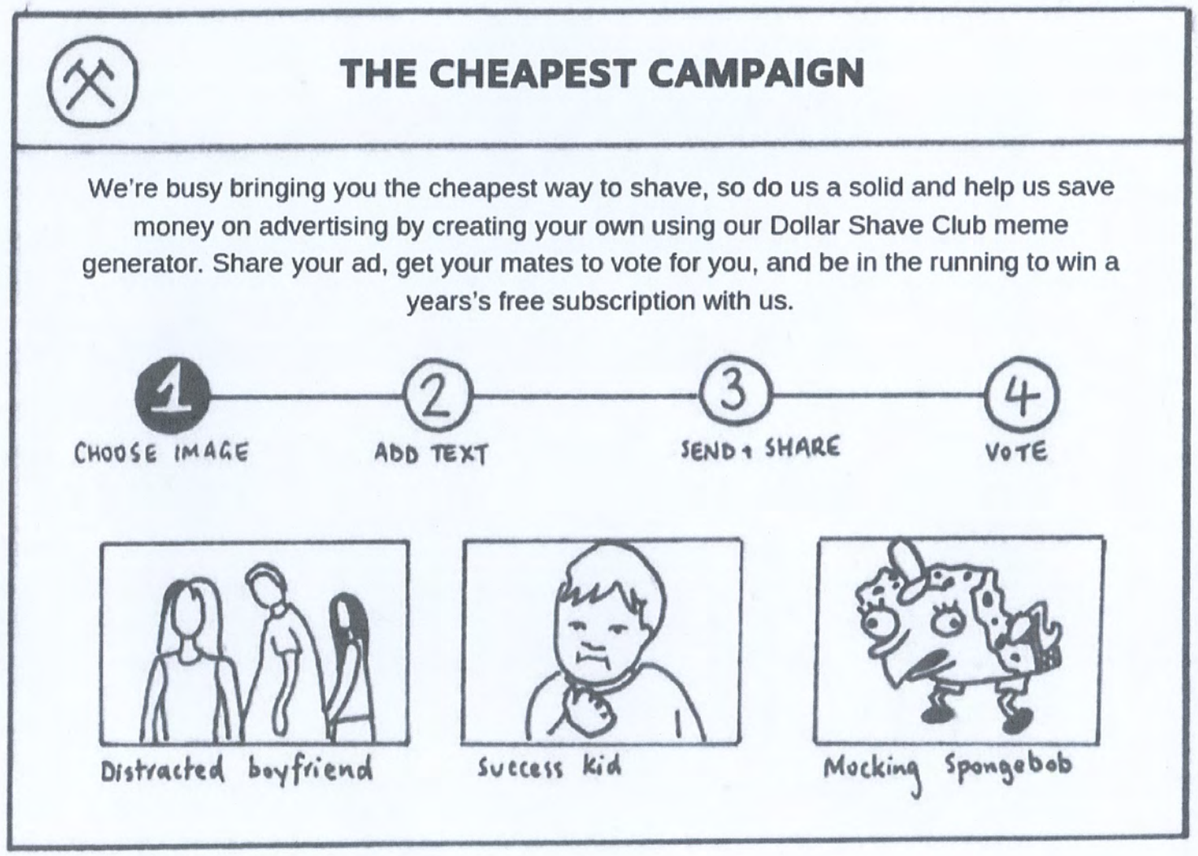
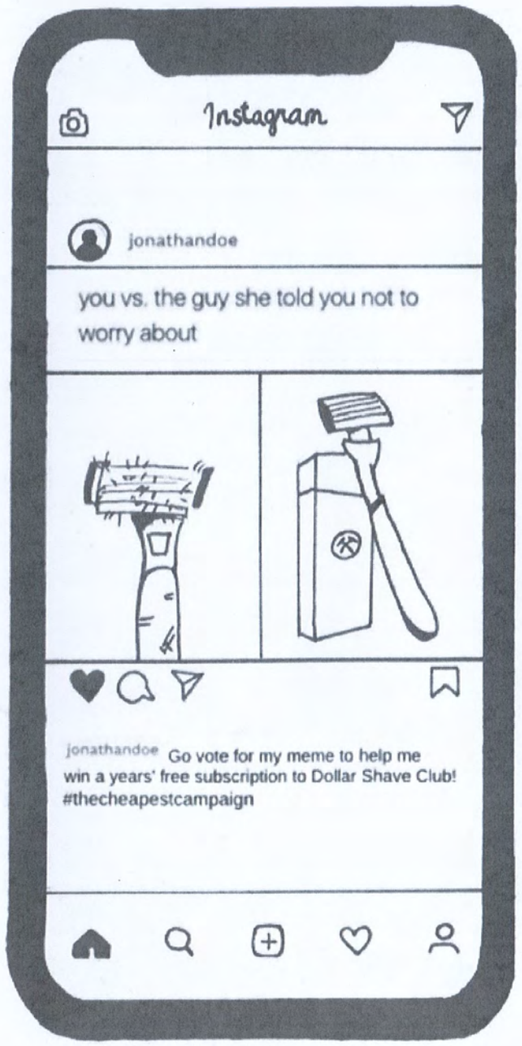
The Cheapest Campaign

Idea: Dollar Shave Club is so cheap that we don't even spend any money on advertising.
Execution: Get the public to create ads for us

Microsite with meme generator:



Social post share:



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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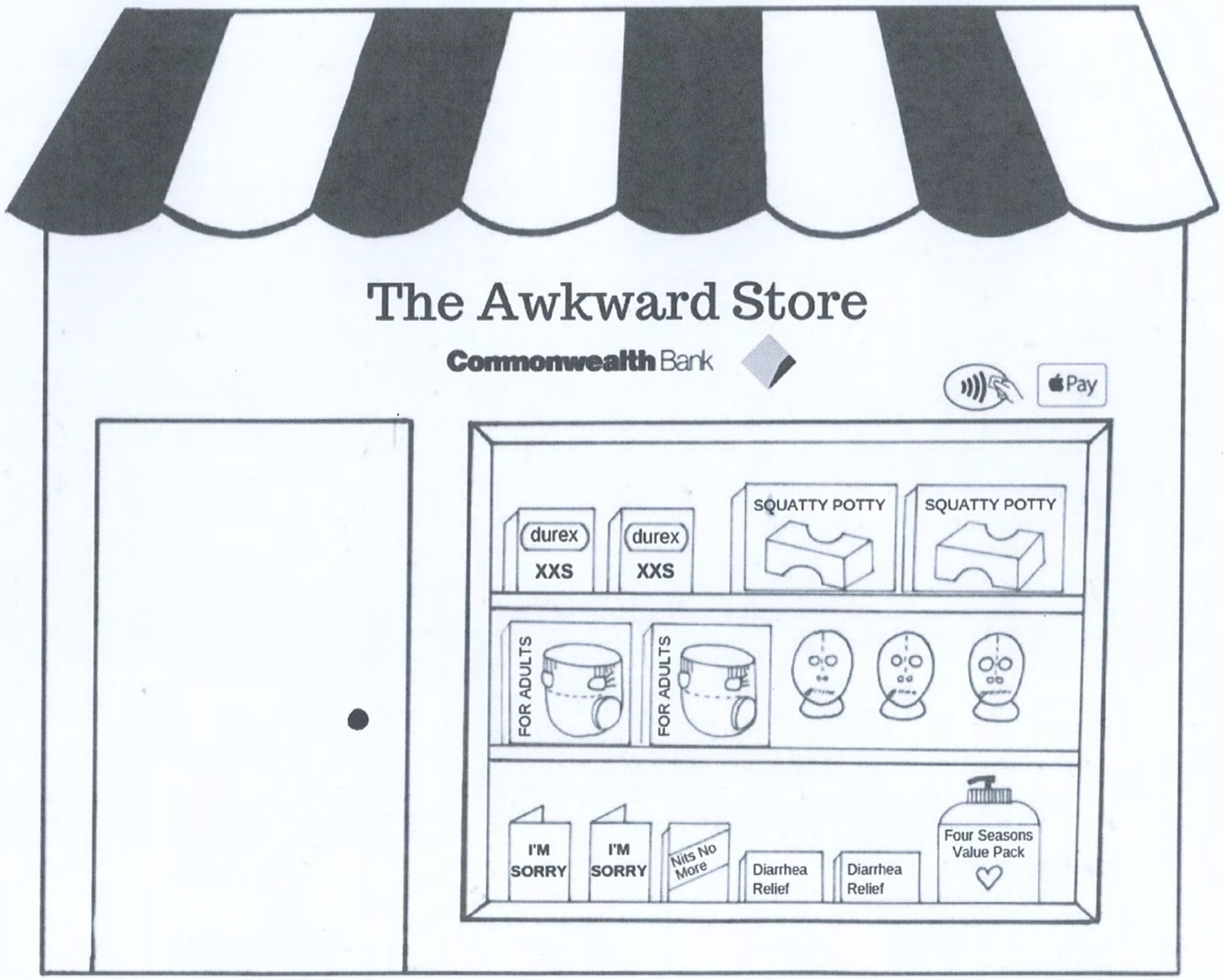
The Awkward Store

Insight: Some products are **much** more awkward to purchase than others.
Idea: Awkward Store - A pop up store containing only the awkwardest products available, made smoother to purchase with Apple Pay.



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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FOMO Leave

Insight: Employees don't always like wasting their precious annual leave days travelling for one-off events, even when they're important
Idea: Establish a new type of annual leave that overcomes this barrier to travel and empathises with the fear of missing out that people experience

Open letter to Australian businesses:

Dear Employers of Australia,

On behalf of our nation's hardworking citizens, we are calling on you to recognise "FOMO Leave" - because sometimes people need time to travel for major events in life.

We're talking about those unmissable, FOMO-inducing moments - the wedding of your childhood BFF, or your 4th grade T-ball team reunion, or if the Gold Coast Suns somehow break their 10-year drought and make the AFL Grand Finals.

To show we're not full of hot air, we'll be giving all our employees two FOMO Leave days a year to travel for those moments that matter the most.

We encourage you to do the same.

Ta ta for now,

tigerair

Downloadable FOMO Leave form:

tigerair

EMPLOYEE NAME: Pete Smith

REASON FOR FOMO: AFL Grand Final

LEAVE DATES: 27th Sept - 29th Sept 2019

SIGNED: PSmith

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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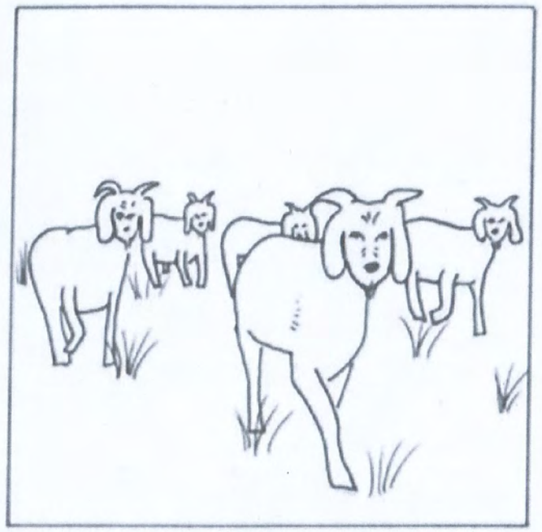
Business as unusual

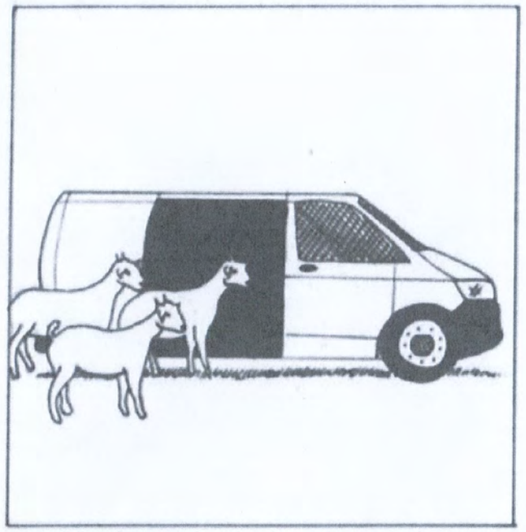
Insight: There isn't one generic small business type or category, and each has uniquely specific needs.
Idea: The Transporter van is so flexible that you don't have to adapt to fit it, it will fit you – whatever your business is.
Execution: Showcase this by proving it's versatility with the strangest and most unusual small businesses and their respective business needs.

TVC

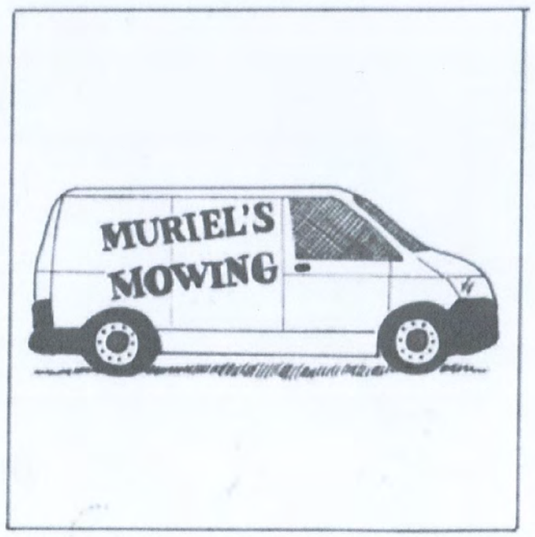
Close up of goat raising its head towards camera.



Zoom out to show herd of goats in a field on the move.



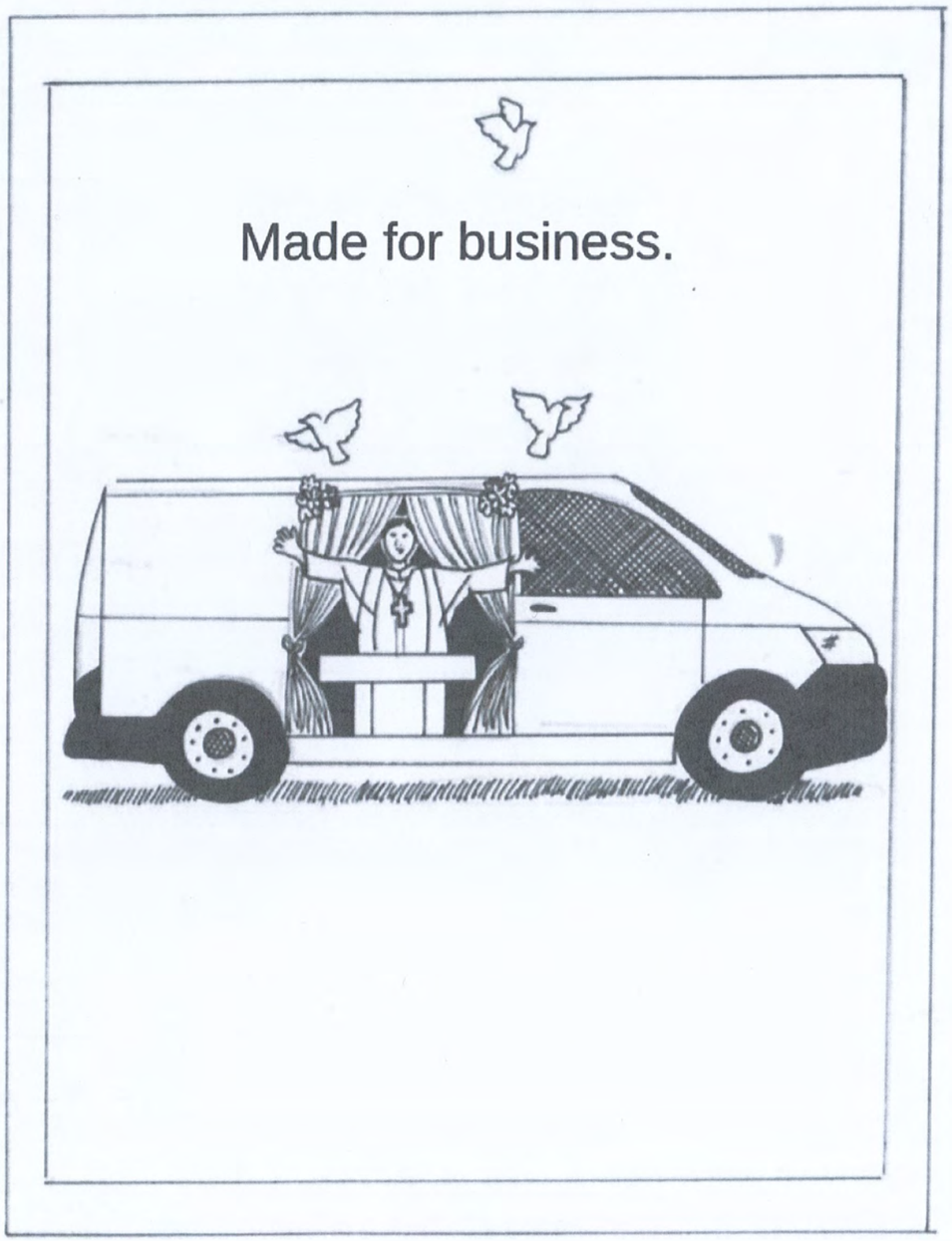
Goats all load themselves into a van



Door closes to reveal business name.

VO: Made for business. Whatever yours may be.

OOH: Sliding posters to be placed around city centres



Radio

Cheese Hemsworth

Middle-aged Australian women speaking animatedly and with a sense of achievement.

Jane: So the abs were a challenge – I mean he's the god of thunder! *But* I found carving them from cheddar gives the illusion that they're carved from marble.

SFX: *Heavy metal Lazy Susan rotating*

Jane: And you could *literally* bite into these bum cheeks, thanks to a layer of triple cream brie.

SFX: *Heavy Lazy Susan rotating*

Jane: Now, it was a struggle to replicate his flowing locks but in the end, Bega Stringers really captured the movement – see?

SFX: *Heavy Lazy Susan rotating*

Jane: I was worried he wouldn't fit – he's at *least* 6'3" - but....

SFX: *Sounds of heavy lifting, panting, car doors closing.*

Jane: This thing fits everything.

MVO: The new Volkswagen Transporter. Made for business - whatever yours may be.

Jane: I even made Thor's hammer out of a wedge of gouda!

Brief Number:	**10**
Topic:	**Strategy**
Deliverables:	1/ New strategy and brief 2/ Accompanying creative idea
Client:	Lulu Lemon Athletica
Product:	Women's activewear
Target audience:	Women that don't workout
Key insight:	Modern women are often wearing activewear for everyday activities - running errands, grabbing coffee, or lounging around the house – when they have no intention of actually breaking a sweat. It's the socially acceptable alternative to actually putting together an outfit.
Proposition:	Fashion for the lazy
Reasons to believe:	• Wearing exercise gear gives the illusion of being active, even if you do nothing at all • Lululemon activewear is designed for maximum comfort and support for any type of activity • Lulu Lemon offers a range of sizes and styles to suit every body • There's a growing trend amongst Australian women to wear their activewear in public for everyday

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(in)activewear

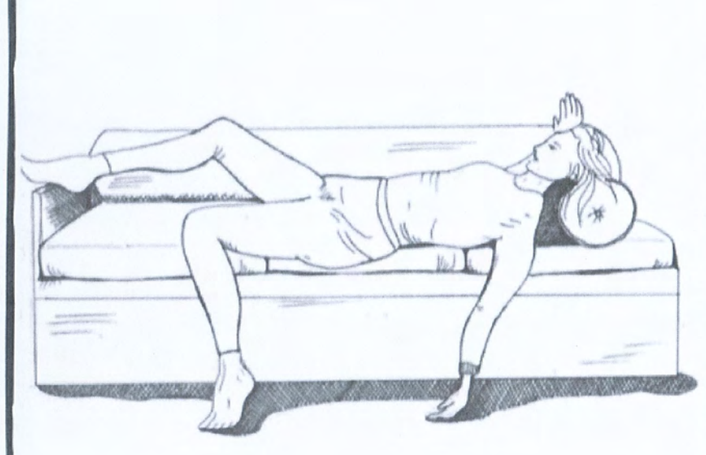
(in)activewear

When you can't even.

(in)activewear

When you can't even.

(in)activewear



When you can't even.