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.

© 2019 The Communications Council

BKFST

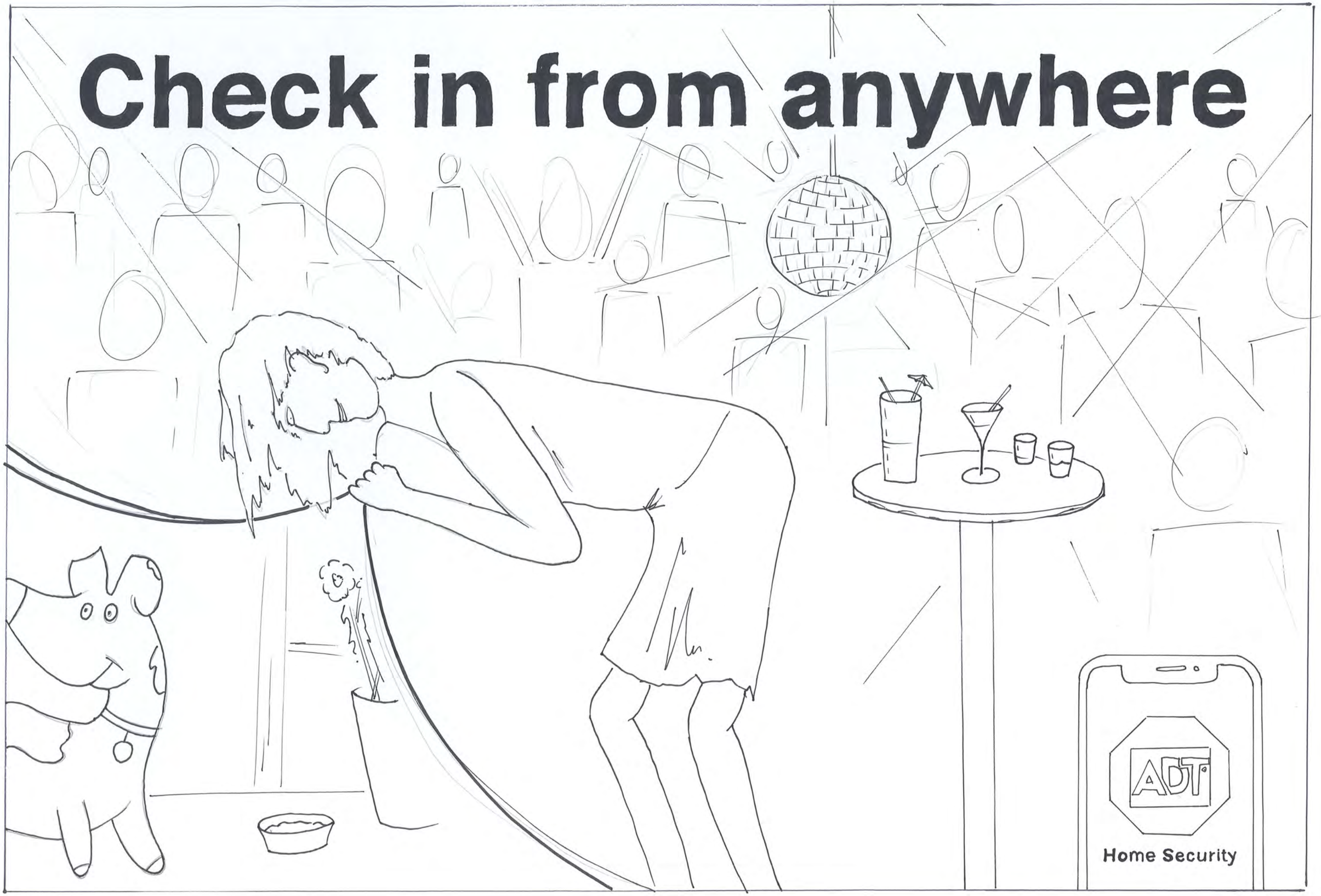
At its quickest

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

© 2019 The Communications Council

Check in from anywhere



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

© 2019 The Communications Council

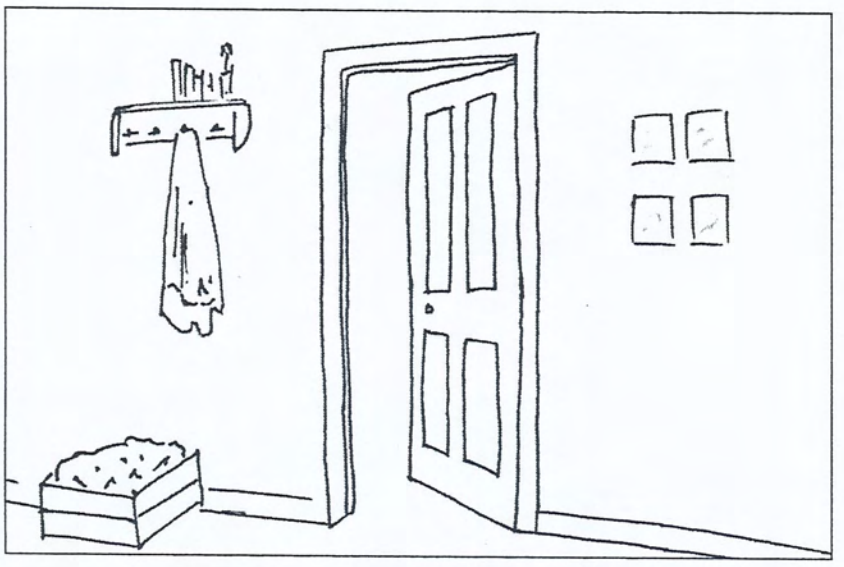
Inspiration

MUSIC (The Clash)	London calling to the faraway towns
SFX	*Radio change static*
MUSIC (The Vapors)	Turning Japanese, I think I'm turning Japanese, I really think so
SFX	*Radio change static*
MUSIC (the Bangles)	Ay oh whey oh, ay oh whey oh, Walk like an Egyptian
SFX	*Radio change static*
MUSIC (Dean Martin)	Hey, mambo, mambo Italiano Hey, mambo, mambo Italiano
SFX	*Radio change static*
VO	Tonight's takeaway inspiration, brought to you by UberEats

CREATIVE BRIEF

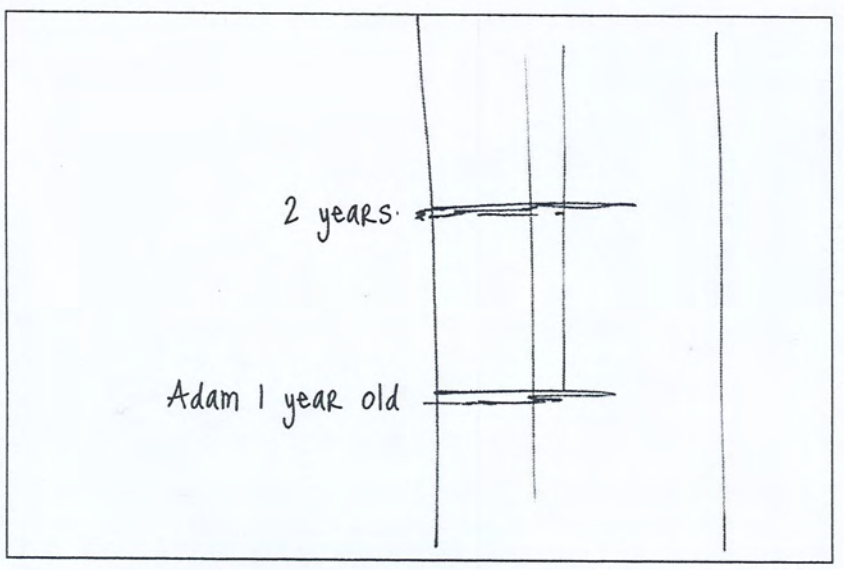
Brief Number:	**4**
Topic:	**TVC / Cinema** 30 second film ad
Client:	Australian Government
Product:	Childhood vaccination programs
Target audience:	Parents of children between 6 months and 4 years old
Key insight:	The long-term benefits of vaccines are hidden because they work. But the consequences 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

© 2019 The Communications Council



Opens on a light filled family room.

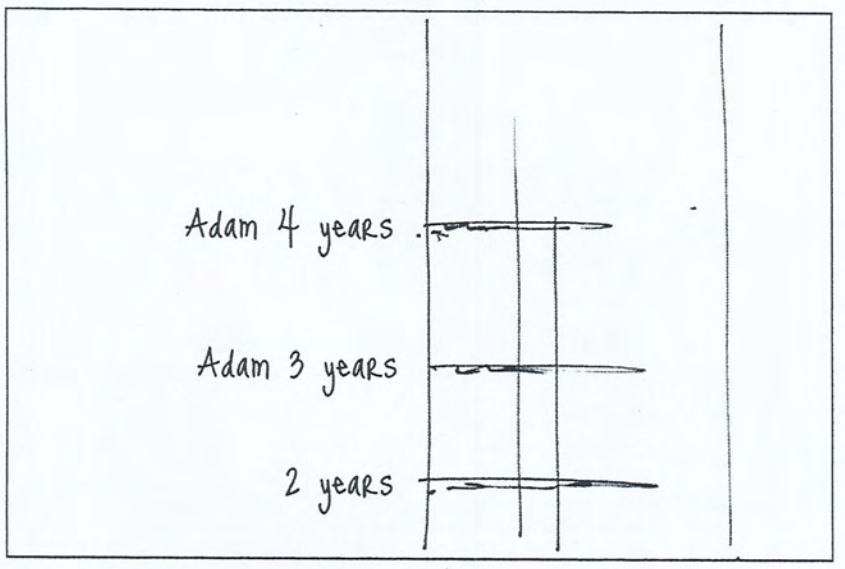
SFX: Happy baby and parents in the background.



Zooms into the bottom of the door as the camera slowly starts to follow the frame up.

Height measurements fade in one by one, recording the important milestones of a child's life as they grow.

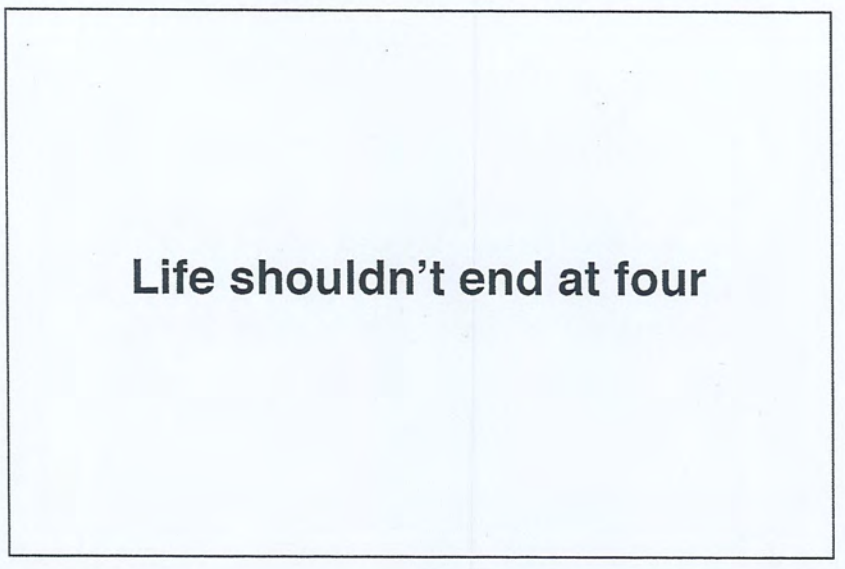
SFX: Babies laugher and playing builds in the background, changing to match the age.



Continues to follow the frame up, as the child keeps growing.

SFX: Childs laugher fades out as camera passes the 4-year mark.

Markings stop appearing after 4 years. In silence, the camera continues following the door frame towards the top of the door.



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.

© 2019 The Communications Council

Stolen checkout

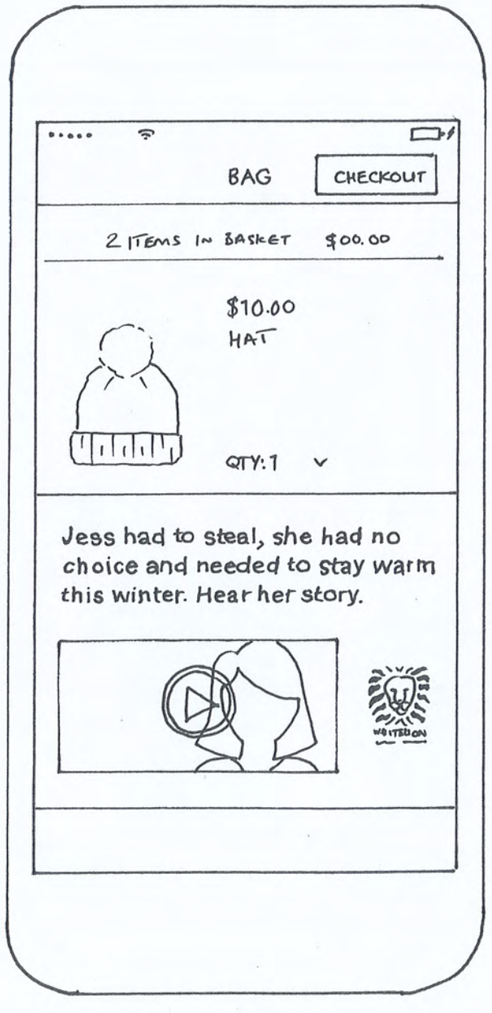
Insight: Sometimes kids steal clothing not because they want to, but because its a necessity, to stay warm, dry and provide protection.

Idea: Essential clothing items are stolen from the ASOS mobile checkout.

1.

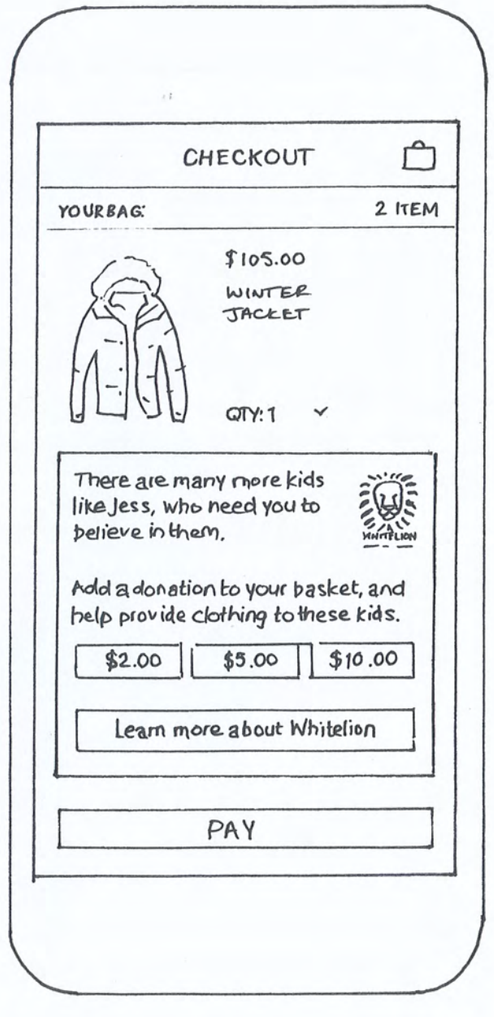
Essential clothing item is stolen from the checkout.

2.



A dynamic message appears depending on the item stolen.

3.



Donation mechanic and learn more about Whitelion at checkout.

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

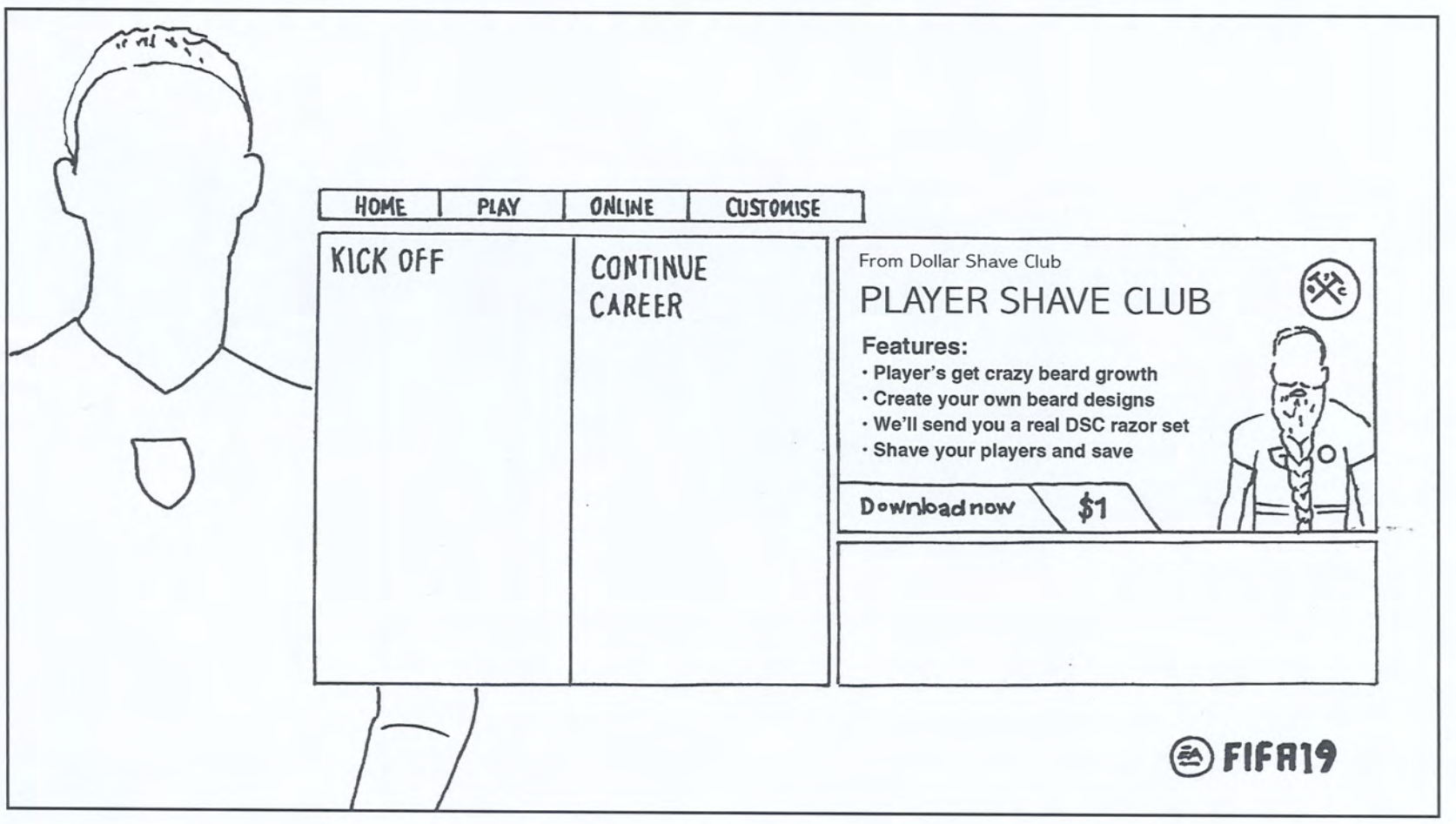
© 2019 The Communications Council

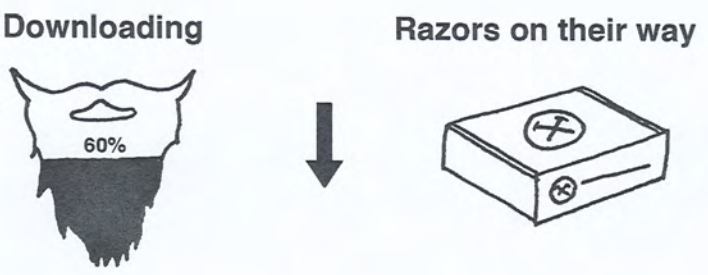
Player Shave Club

Insight: EA SPORTS FIFA (soccer game) continues to be the best-selling sports video game of all-time, and predominantly played by men.

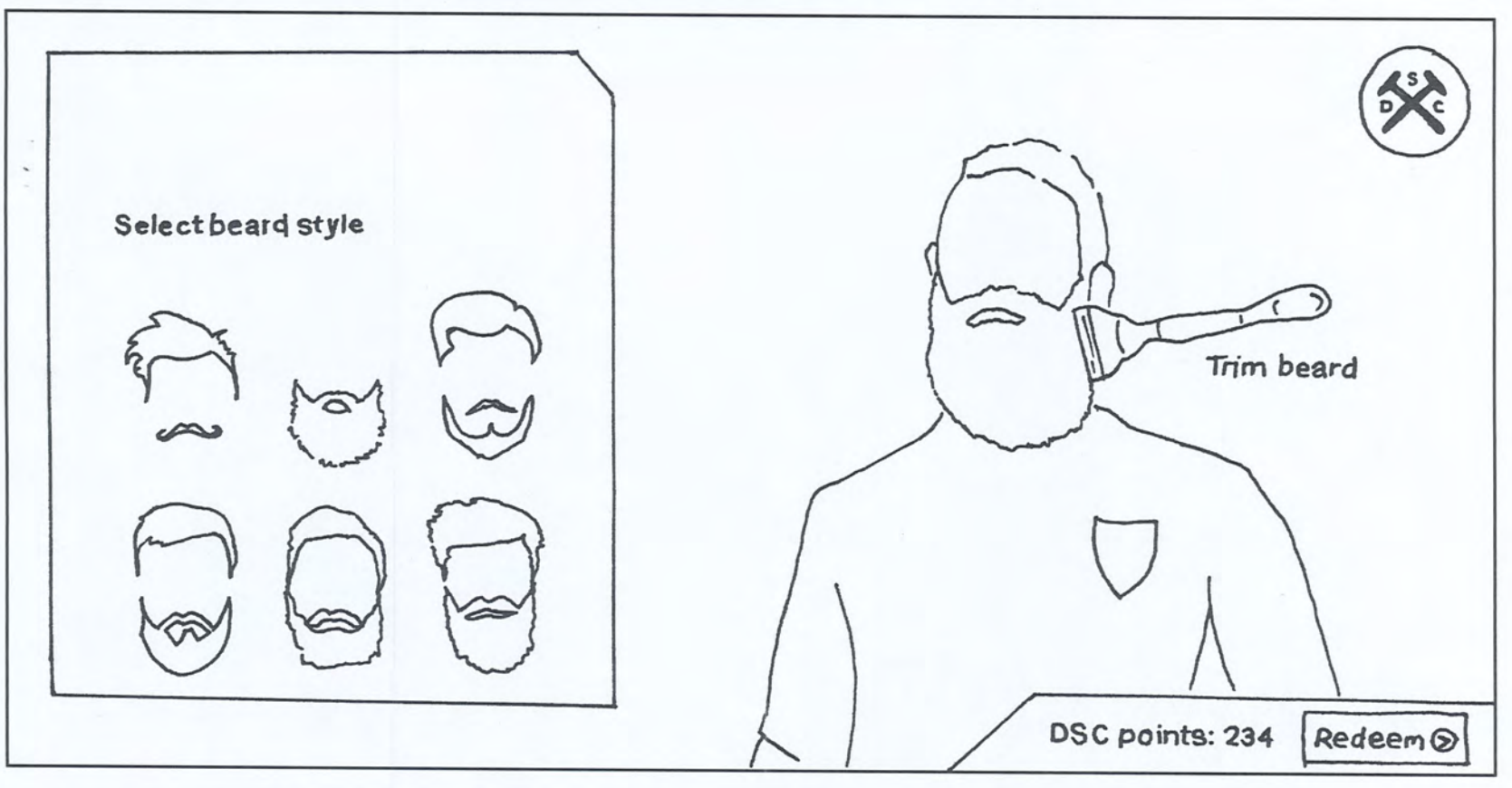
Idea: Dollar Shave club (DSC) partners with FIFA 2019 to create the Player Shave Club add-on. This gives players fast growing beards, which users can shave/style, letting their creativity take over. In addition users also receive a DSC razor set to shave for real. The add-on pack will be purchased (in game) for a micropayment of $1.

1. Player Shave Club add-on becomes available on FIFA home screen for $1.





2. The new features are now available in player editor and before games start.



3. The more you play with this feature, the more points you earn, which goes towards your DSC razor subscription/products - purchasable in game.

CREATIVE BRIEF

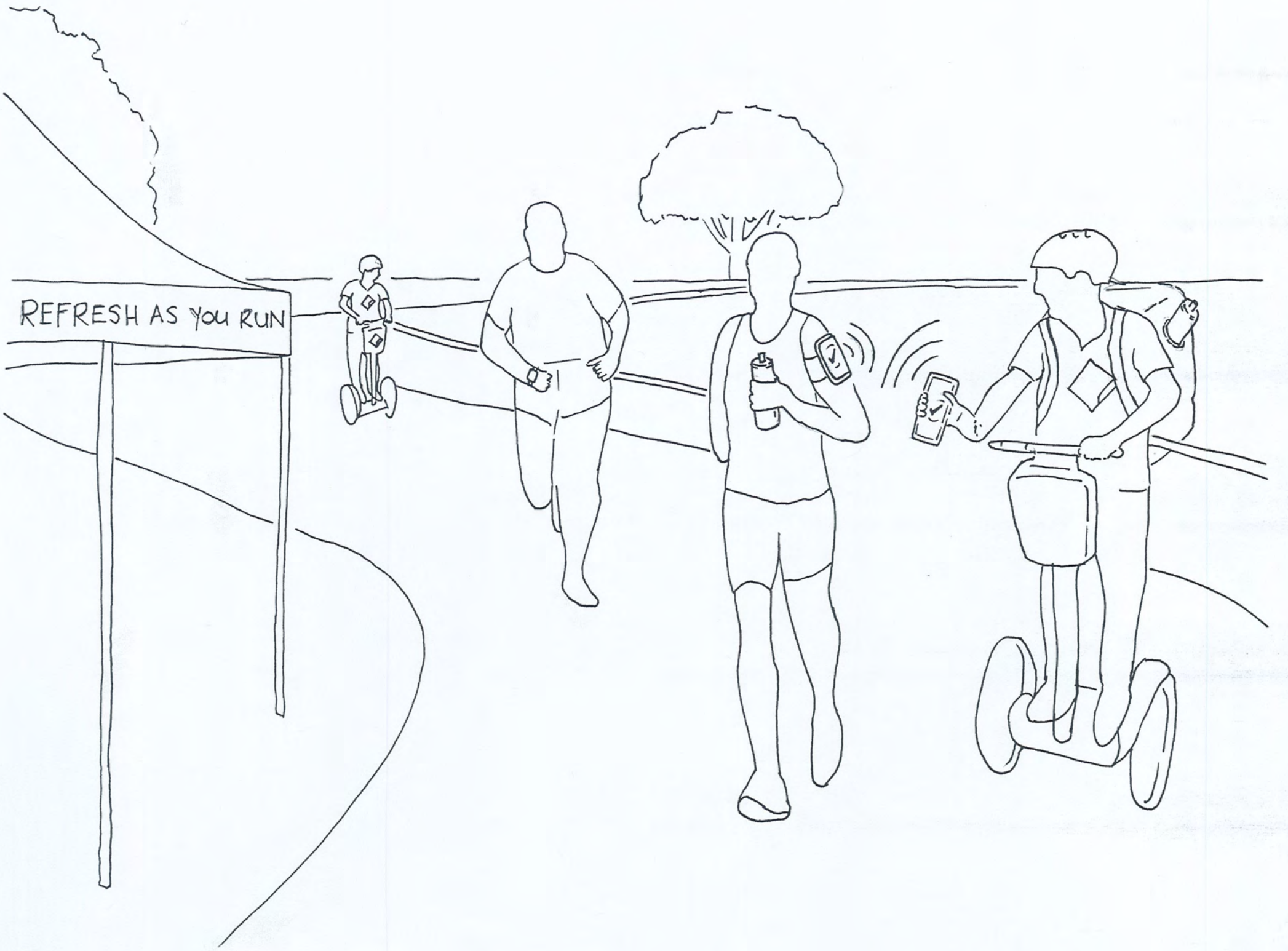
Brief Number:	**7**
Topic:	**Experiential / Ambient** An idea that consumers can interact with when they're out and about. Think about ambient media, stunts, pop up shops, installations, and experiences.
Client:	CommBank
Product:	Apple Pay
Target audience:	CommBank customers with an iPhone
Key insight:	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

© 2019 The Communications Council

Tap & Run

Insight: People don't take money or wallets on a run, but almost always take their iPhones or smart watch.

Idea: When running it's important to have the right training, stay hydrated and have the right nutrition. CommBank supports runners on the Bay Run, by providing these services on the move. With Apple Pay there's no need to stop.



**If runners don't have Apple Pay, CommBank will provide support to set this up or additional information.*

CREATIVE BRIEF

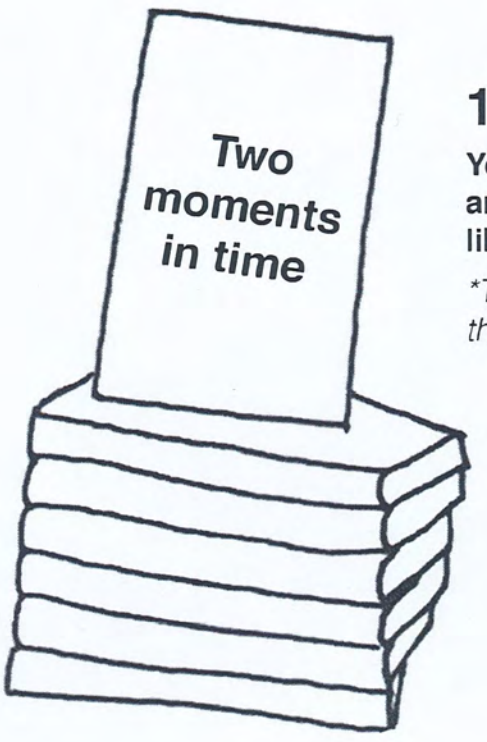
Brief Number:	**8**
Topic:	**Media** Anything that redefines the *way* we advertise. A new product, a Netflix series, a new piece of tech, a social movement – something we've never seen before. Something that changes culture, how we consume advertising, and the way people think and talk about something.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

© 2019 The Communications Council

Two moments in time

Insight: Sometimes people need a strong reason or emotional driver to be reminded that they should be making the most of the unmissable moments in life.

Idea: Tigerair publishes a unique double-sided book, which splits in the middle. It's designed to be divided with the special, far away people in your life. The books two sides are blank so you can document, write, draw and create something special together, but apart. When you finally meet again, you can explore each others sides in your own special moment.



1.

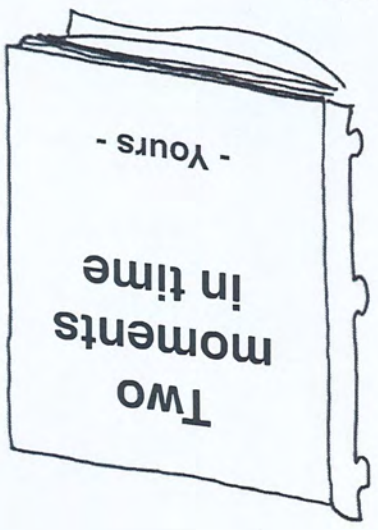
You buy the new book, and are asked who you would like to send one half to.*

**This is sent and included in the cost of the book.*

You keep your half.

2.

Recipient receives their side of the book.



3.

You might choose to talk about the book, or leave it to fate You could decide a plan, to write a story each, draw or create a diary about the lead up to a special moment like a wedding. The book would make the perfect present.

4.

Travel to see your friend/family who has the other side of the book and combine the two sides. Savour this moment.

5.

Share your unmissable moments:
#twomomentsintime

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

© 2019 The Communications Council

Best van for the job

Insight: Adaptability and problem solving is one of the most attractive skills for small businesses.

Idea: The VW transporter has the features, options and experience to land any job. VW markets the van as the perfect candidate, letting the van do all the talking.

DM: Cover letter and CV, sent to small businesses.

Volkswagen Transporter-Van

+61 (02) 1000 1000
vw@bestvanforthejob.com.au
www.bestvanforthejob.com.au
#bestvanforthejob

08 July 2019

To Whom It May Concern,

I'm writing to you to explore the opportunities your business has for additions to the team now or in the near future. Your small business looks set to grow, and my experience and skills would be the perfect addition to your team.

I have decades of experience covering various business sectors. My diverse management experience covers the movement of everything from people to stock. I pride myself on always getting the job done and being flexible to change. People have been at the centre of my career, with a focus on customer service as well as staying at the cutting edge of technology.

I would enjoy having the opportunity to talk with you more about this any available positions, and how I could use my diverse set of skills to benefit your business.

I have included my CV, which covers my experience in more detail. Thank you for considering my application. I look forward to hearing from you.

Yours sincerely,

Volkswagen Transporter-Van

Best van for the job.

Volkswagen Transporter-Van

+61 (02) 1000 1000
vw@bestvanforthejob.com.au
www.bestvanforthejob.com.au
#bestvanforthejob

Profile

- Over 65 years as a trusted workmate for businesses globally
- The largest number of variants in its class
- Exceptional customer focus, providing efficient and professional end-to-end service
- Highly motivated, with a solution focus and adaptable mindset

Experience

Director of Business Logistics (2016-present)

Head of Business Development (2003–2016)

Back up sleeping quarters / Office solution provider (1990–2003)

Family support / Crew bus (1979–1992)

Delivery van (1950– 1979)

Technical skills

- Five year unlimited kilometre warranty
- Load volume of between 5.8m^3 and 9.3m^3 depending on roof height and wheelbase
- Only van in the market that offers 4 Motion technology
- Endless configurability
- 12.7cm TFT colour touchscreen display, Bluetooth connectivity, an MP3 and WMA CD drive, 4 speakers, an SD-card slot, an AUX-IN interface, USB input, and a dual tuner with Phase Diversity for optimal radio reception
- Voice Control - Infotainment on command
- Rear View Camera

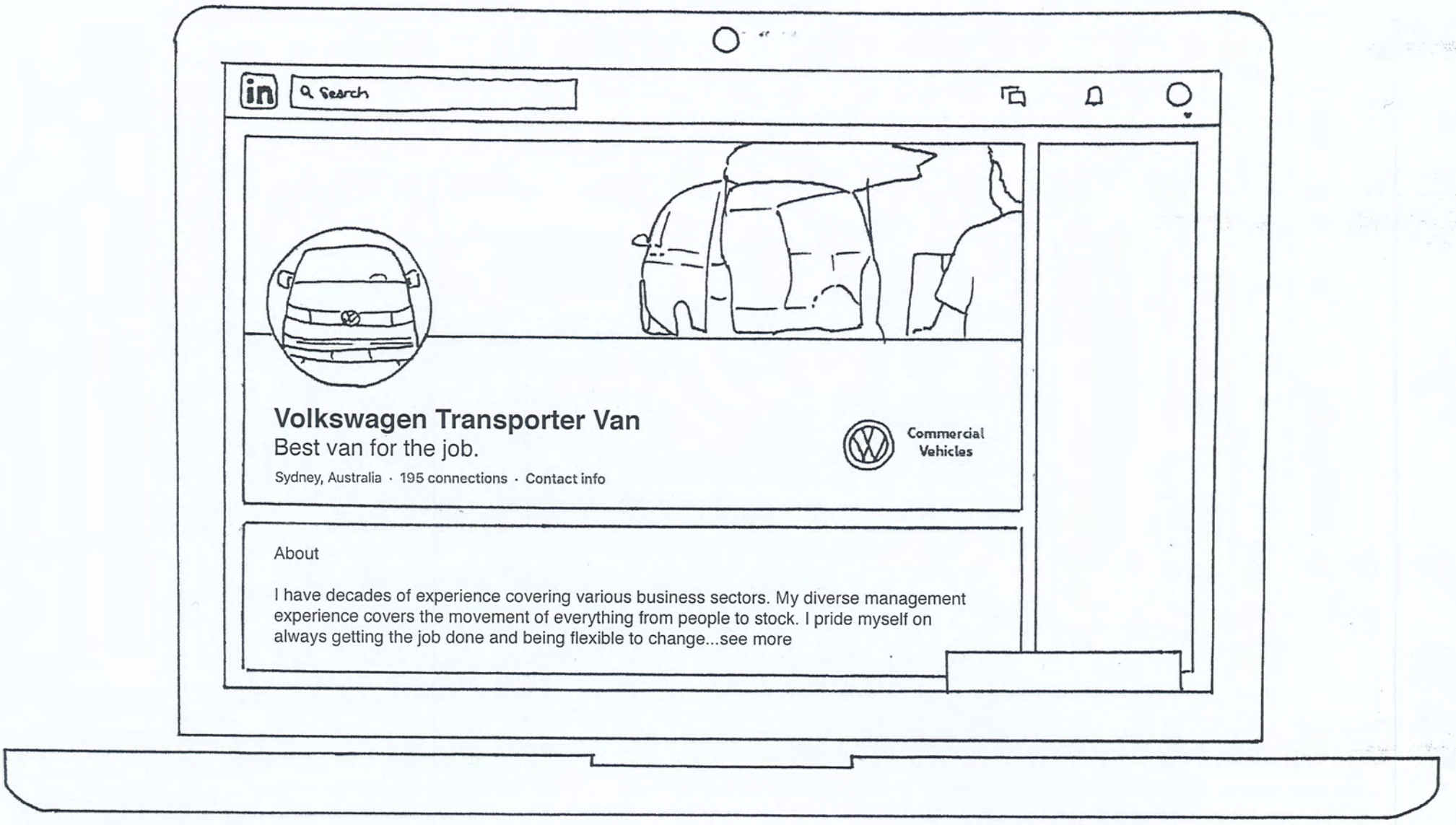
Safety experience

- Driver Fatigue detection
- Multi-Collision brake - Prevent follow-on collisions
- Rear Park Distance Control
- Hill Start Assist - Uphill starts made easy
- Electronic Stabilisation Program (ESP)

Environmental focus

- BlueMotion Technology lowers fuel consumption and reduces emissions
- Stop/Start System

Best van for the job.



Digital: LinkedIn profile. The van will respond to messages, request connections from small businesses and communicate with the network.

Ambient:

Subject: [Insert job title] - Application

Reading your July 8th job posting on [recruitment site] for the position of [Insert job title] piqued my interest. Your description of the work responsibilities match my experience, and so I am excited to submit my resume to you for your consideration.

My CV and cover letter is attached. If I can provide you with any further information on my background and qualifications, please let me know.

I look forward to hearing from you. Thank you for your consideration.

Sincerely,

Volkswagen Transporter-Van
+61 (02) 1000 1000
vw@bestvanforthejob.com.au
www. bestvanforthejob.com.au
#bestvanforthejob

Best van for the job.

Media hack: Auto response to job postings from small business on SEEK and Indeed recruitment websites. Will respond to jobs based on key words, for example: florist, delivery, builder, all trades, van, and dog groomer.

PR: To extend the campaign, VW will share its findings with the media on how many people responded to the ads, thinking it was a real person.

HACKVERTISING:
VW GET 1000'S OF REAL CANDIDATE ENQUIRES WITH THEIR NEW AD CAMPAIGN.

AWARD SCHOOL
supported by facebook

Brief Number:	**10**
Topic:	Strategy
Deliverables:	Print / PR
Client:	Allen's
Product:	Allen's Lollies
Target audience:	Office workers in the CBD
Key insight:	Sweet treats have always been used to get things done.
Proposition:	**The legal office currency**
Reasons to believe:	• Easy to conceal in desks and bags • There's always someone in the office who's the feeder and loves to bring in sweets • Everyone loves sweets • Cost effective.

AWARD

powered by the communications council

© 2019 The Communications Council

MIGHT COME IN HANDY.

Calling all Allen's

Allen's need a stable and reliable route into offices across Australia. They need to maintain a consistent level of lollies direct into the hands of the people who need them most.

To do this they will recruit Allen's who work in offices, to become unofficial lollie traders, providing a steady steam of free sweet treats. And making sure things get done.