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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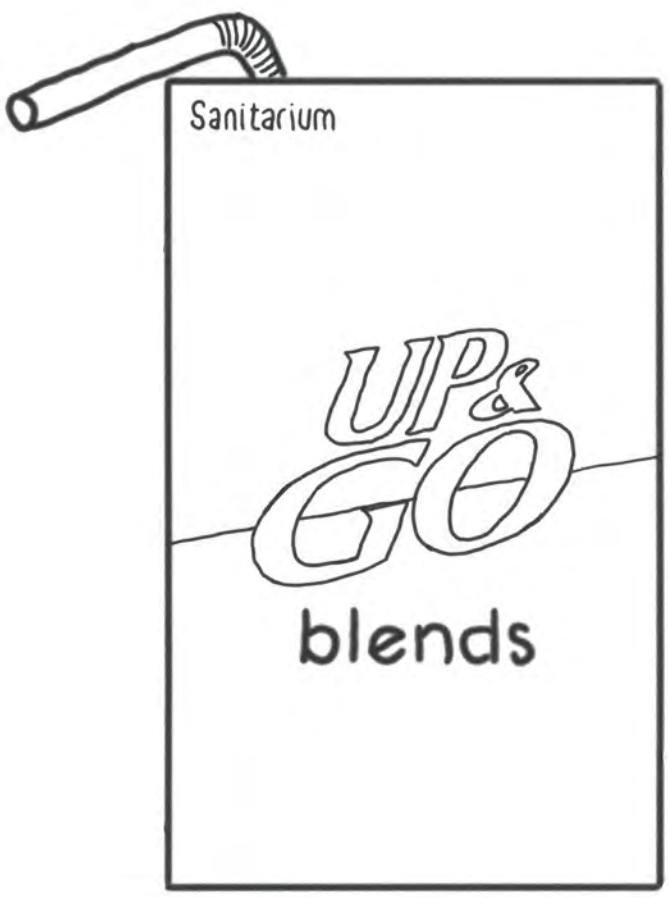
YOU COULD'VE
FINISHED
BREKKIE
IN THE TIME
IT'S TAKEN
TO READ THIS
HEADLINE



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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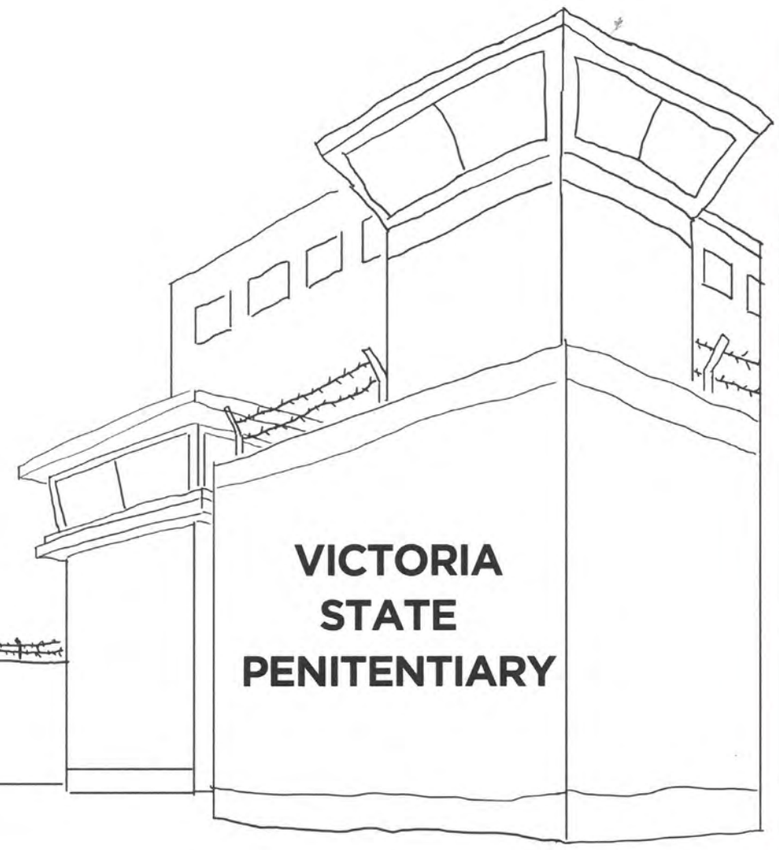
REAL LIFE TESTIMONIALS



24/7 home security ADT

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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RADIO - Keko-Switch

30" Radio

We hear Sam Kekovich as VO, delivering an impassioned address in his famous "eat lamb on Australia Day" style.

VO: I'm Sam Kekovich.

For years I've preached succulent lamb chops sizzling under the Aussie sun.

But now I've migrated. Not from the homeland, but to a new state of mind.

Indian Korma
Turkish Shawarma
Middle Eastern Moussaka
Norwegian Ribberull
Tibetan Sha Shingbee

Hell, you can't Bob Hawke a pint without a kebab to follow.

The world's ripe with flavour, but with everyone coming here, why leave home?

So don't be un-Australian, UberEats the world.

You know it makes sense.

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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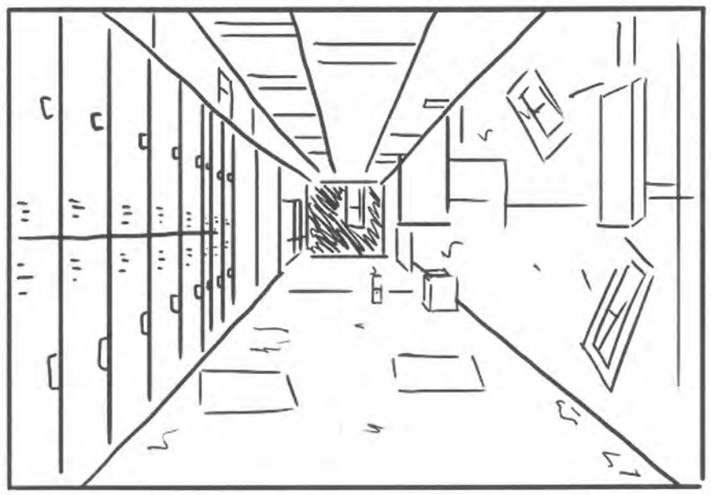
TV - School Disaster

We hear emotive music building in intensity, cutting off for a softly spoken female VO.

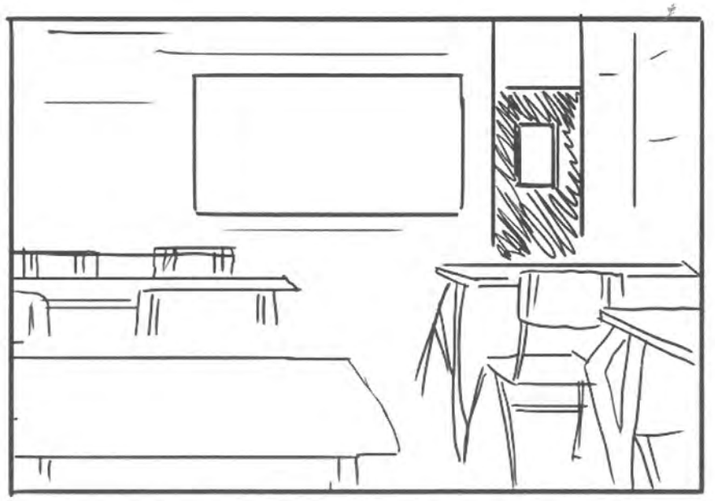


We open on a young girl running through a deserted school on the phone.

Operator: 000 what's your emergency?

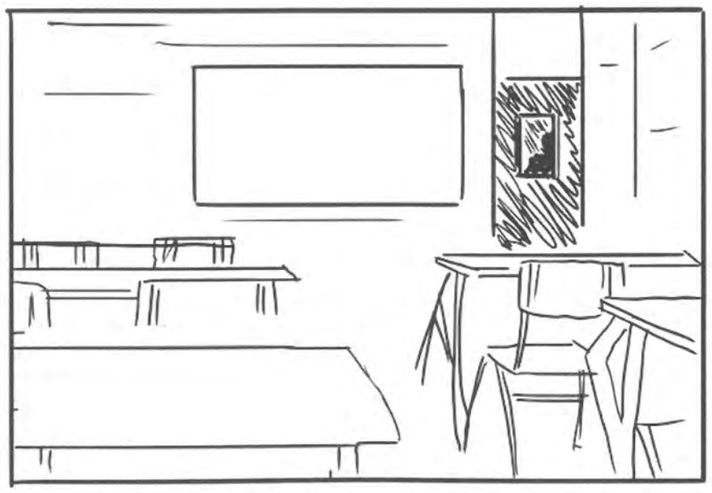
She crawls under a table in a classroom, hiding.

SFX: Young girl panting, whimpering



We switch to POV looking back at the door, it's opening.

Operator: I need you to tell me where you are.



A shadow appears through the doorway

Young Girl (whispers): There's someone at the door...

The figure comes into vision - a young child, visibly sick, coughing.

SFX: Phone drops to the floor, static noise

OVER 1.5 MILLION CHILDREN DIE EACH YEAR FROM PREVENTABLE DISEASE

health.gov.au/vaccinations

FVO: The real danger is closer than you think.

Vaccinate 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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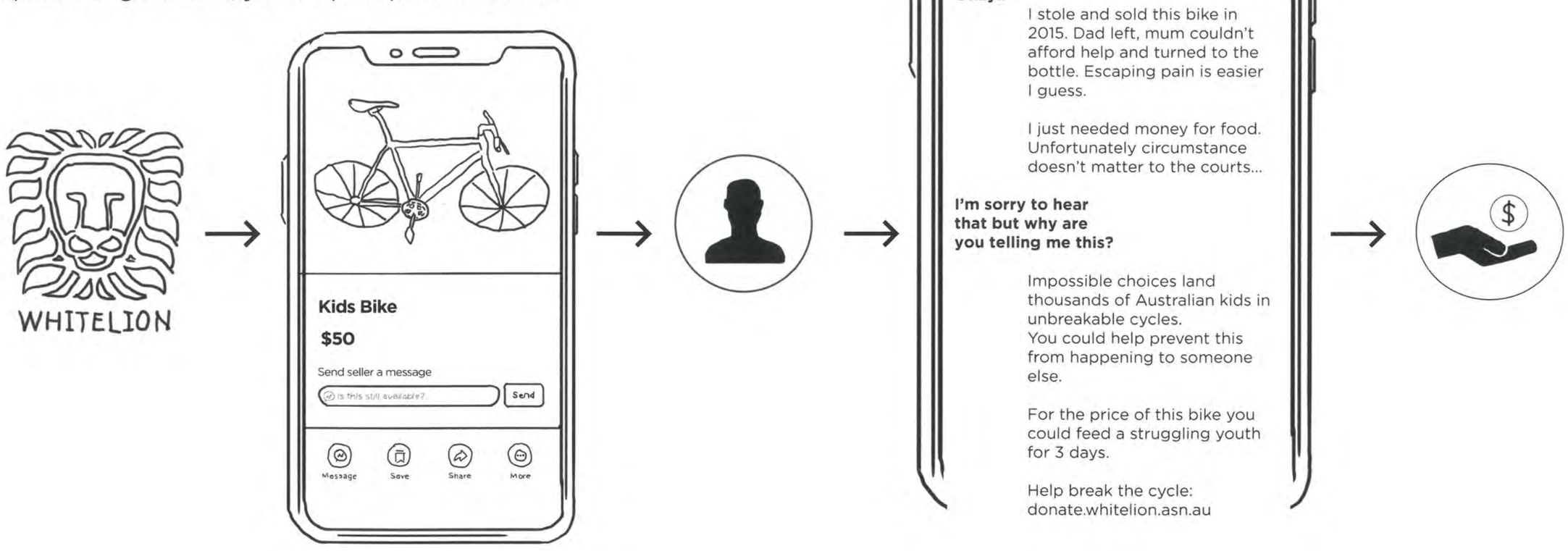
Whitelion Presents:

BLACK-MARKETPLACE

Insight:
Whitelion kids are forced to make impossible choices to survive.

Idea:
Target Facebook Marketplace's over 800 million monthly users with true crime stories from youth offenders.

Execution:
Commonly stolen items for sale on Marketplace, such as bikes and televisions, posted by real youth offenders. Engaging in the purchase will activate a chatbot revealing the story of the stolen item. In place of purchasing the item, you are prompted to donate.



Whitelion posts commonly stolen items for sale, through profiles of real youth offenders.

Members of community engage with posts and contact seller

Chatbot reveals the true story behind the item

Donations through Whitelion website

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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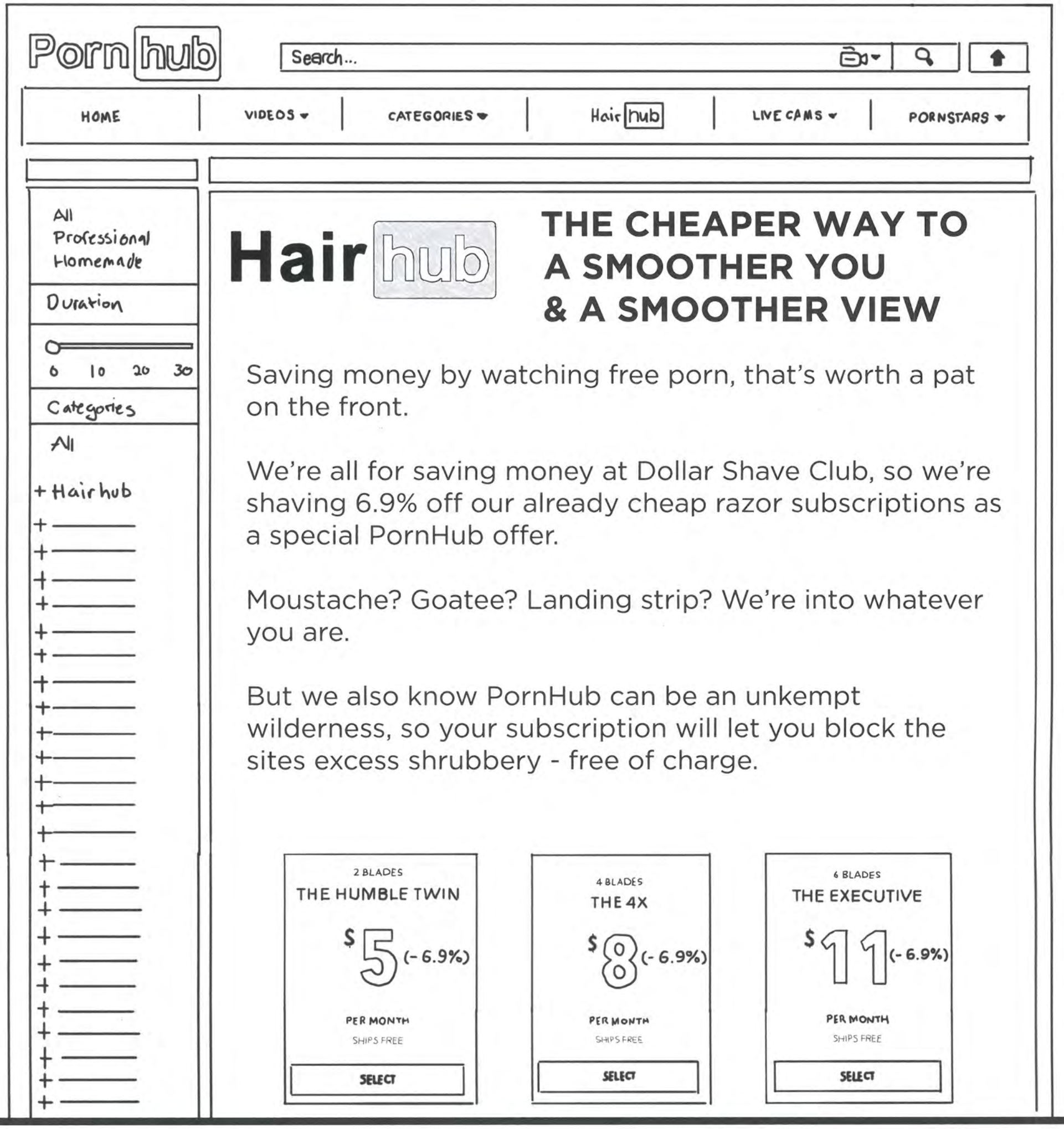
Hairhub

INSIGHT:
People don't like hair down there.

IDEA:
Users of PornHub are actively saving money by using a free porn site.
So let's reward money savvy viewers with a special offer.

EXECUTION:
PornHub's newest category, "HairHub" - offering discounted razor subscriptions & removal of hairy content for their viewing pleasure.



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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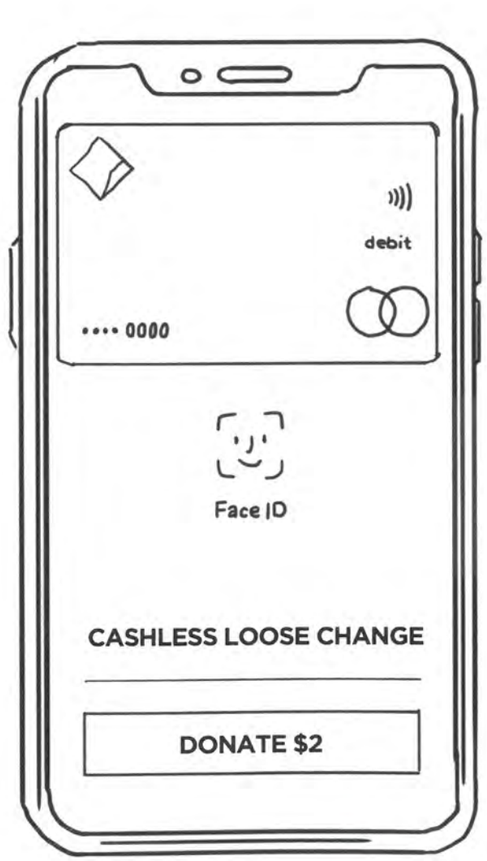
CHANGING CHANGE

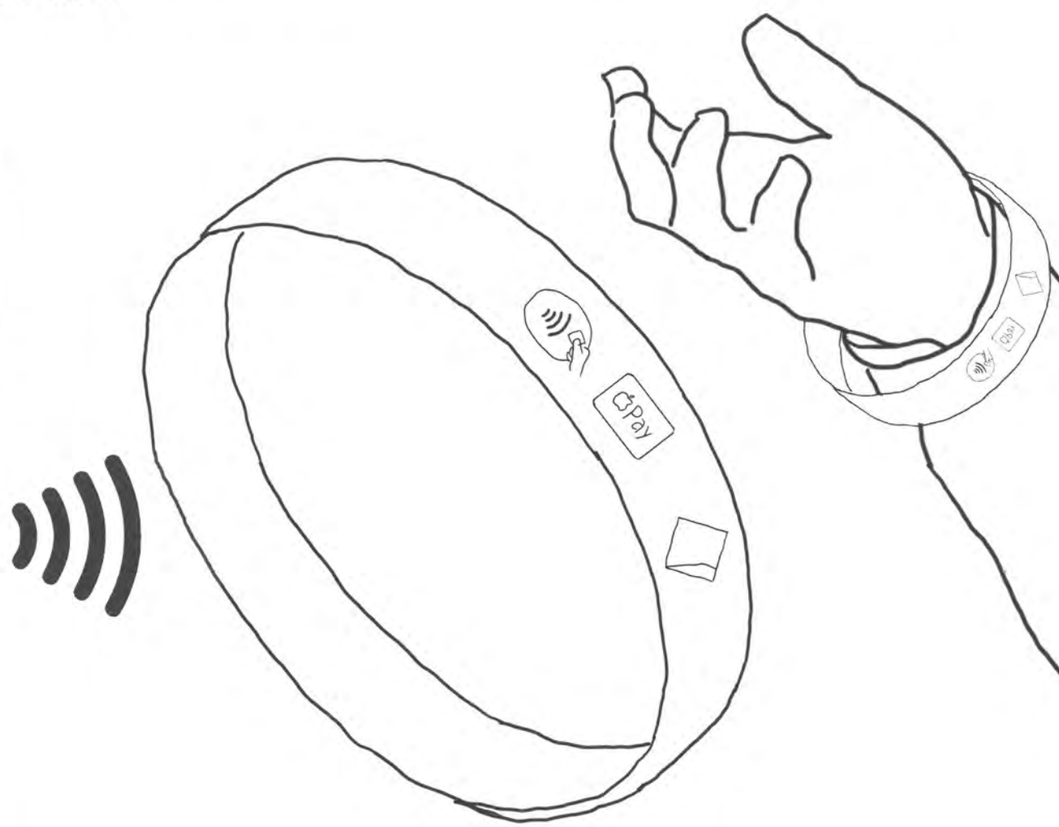
Insight:
Cardless cash makes life easier for everyone, except those on the streets.

Idea:
To bring the benefits of cashless society to all, we will bring Apple Pay to the homeless.

Execution:
A wearable device provided to the homeless community, allowing CommBank users to donate when they otherwise could not.

With receiving and paying functionality, the device can accept a set donation of $2 and be used to purchase necessities such as food, water and blankets.





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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tigerair GrammAIRly

Insight:
We often pull out of events or experiences for trivial reasons.

Idea:
A Grammarly partnership identifying people at risk of missing unmissable moments.

Execution:
Tracking specific phrases or keywords across desktop and mobile, not to offer grammatical change but behaviour change.

Suggesting tiger's already low fares as the only reason you need.

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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EVERYONE STARTS SMALL

INSIGHT:
Transporter Vans grow with your business, adapting to your ever-changing needs.

IDEA:
Even the household names started somewhere, growing from the ground up.

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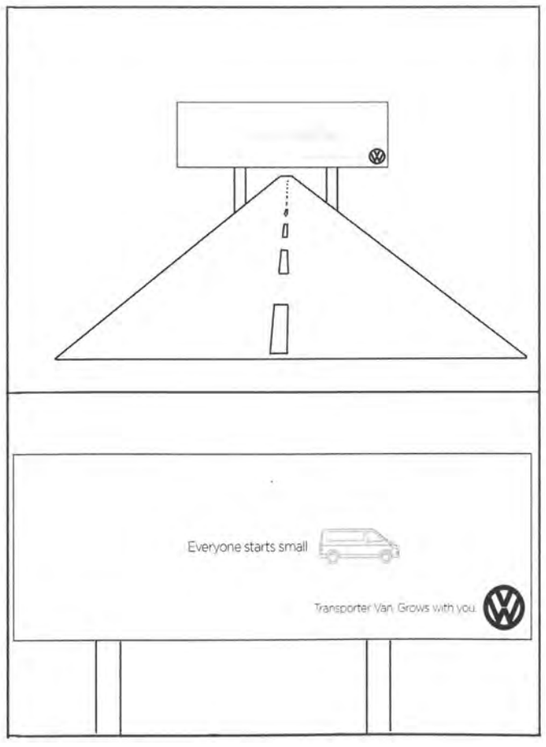
1. OOH Billboards

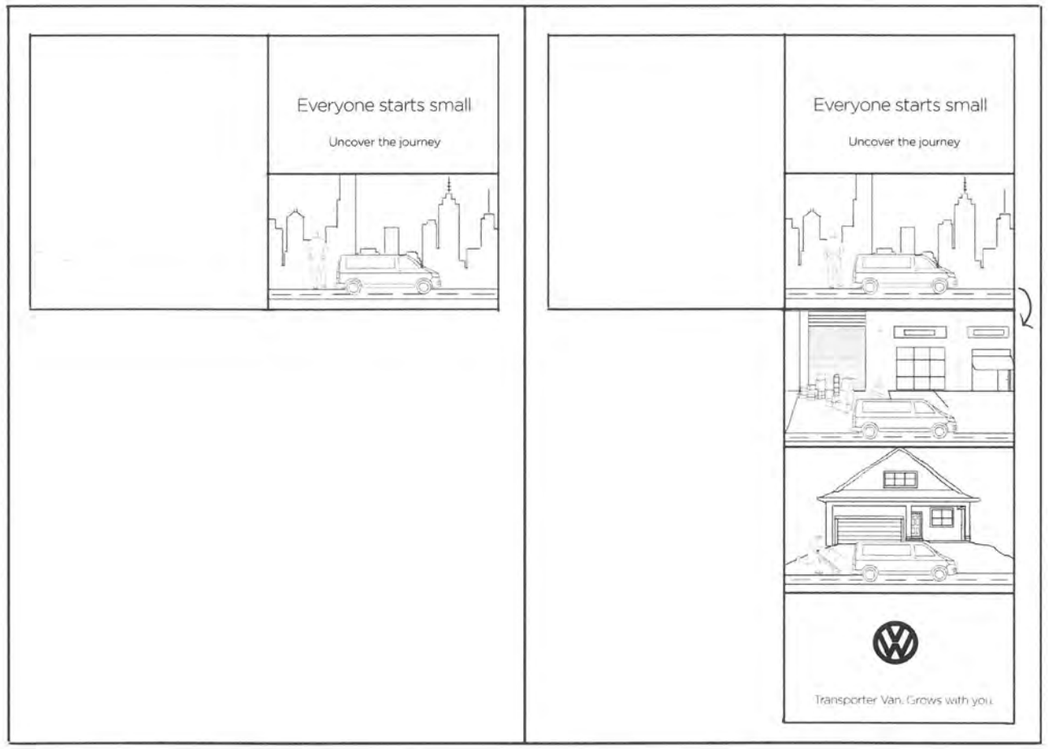
Small copy billboards placed on freeways. Illegible from distance, the message is revealed as drivers approach.



2. Print Foldout

Full page print, readers are initially shown a small business making the big time.

Folding out shows the humble beginnings, with the VW Transporter Van there every step of the way.



Folded Unfolded

3. Radio

Targeting small business owners when on the job.

We hear a series of VW ads from the years in succession.

[Snippet of Volkswagen's first radio ad]

[Snippet of Volkswagen ad from the 80s]

[Snippet of Volkswagen ad from the 90s]

[Snippet of Volkswagen ad from the 00s]

[Snippet of Volkswagen ad from the 10s]

MVO: If there's one thing we know, it's how to grow a business.

Everyone starts small.

Volkswagen Transporter Van. Grows with you.

AWARD SCHOOL

supported by facebook

Brief Number:	**10**
Topic:	**Strategy**
Deliverables:	1/ New strategy and brief 2/ Accompanying creative idea
Client:	Penguin
Product:	Children's books
Target audience:	Young Australians
Key insight:	Books have the power to open our eyes to new worlds and ways of thinking, no matter what age
Proposition:	Learning starts young
Reasons to believe:	- We begin learning and understanding the world as early as 1 year old. - Reading helps to develop language skills

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PENGUIN: ESSENTIAL READING

Insight:
Children's books help non-native speakers learn and understand a new language.

Idea:
A special range of children's books designed to help asylum seekers learn English and educate young Australian's on a national issue.

Execution:
Real stories of refugee triumph. Written in simplistic English, inspiring those in the last stage of their journey and developing language skills. These books can also be provided to primary schools, educating the next generation on asylum seekers.

PENGUIN BOOKS

RESOLUTE

The courage to continue

PENGUIN BOOKS

THRIVING

A survival story, just like yours

PENGUIN BOOKS

SACRIFICE

The ultimate decision