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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5 MORE MINUTES WITH THE HEMSWORTHS

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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ADT
Always there

Interactive
home security

Shot on ADT

viewed on
Julia's iPhone

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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India

We hear an older couple chatting at home, the sound of the TV/radio quietly playing in the background.

MVO: Honey, you've been cooking for me for 25 years now. I was thinking about it and I want you to know how much I appreciate it, how much I appreciate you. So tonight, I'm taking you to India-

FVO: INDIA!? TONIGHT?!

MVO: Ahh

FVO: Ben you *remembered!* Last year! When I said I'd always wanted to take a spontaneous trip overseas!

MVO: Ahh

FVO: What?

MVO: I was going to order us Rogan Josh from Uber Eats…

FVO: Oh.

BRAND VO: Uber eats. It's not a holiday, but it's something.

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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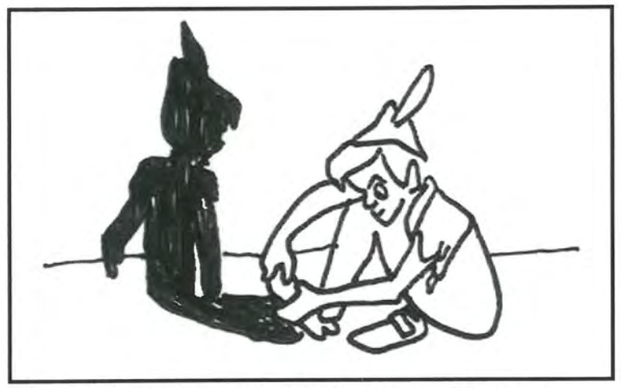
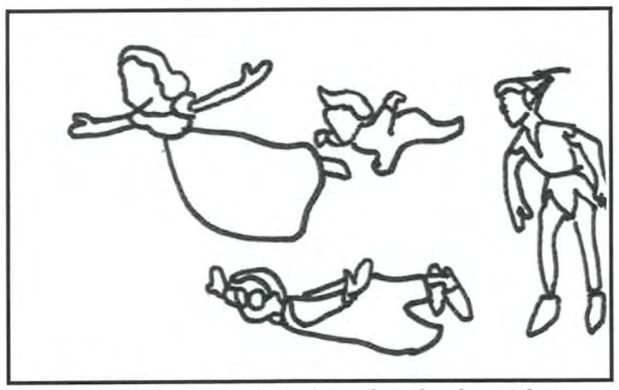
Never Never Land

We open on the classic scene from Peter Pan, where he enters the childrens bedroom chasing his shadow

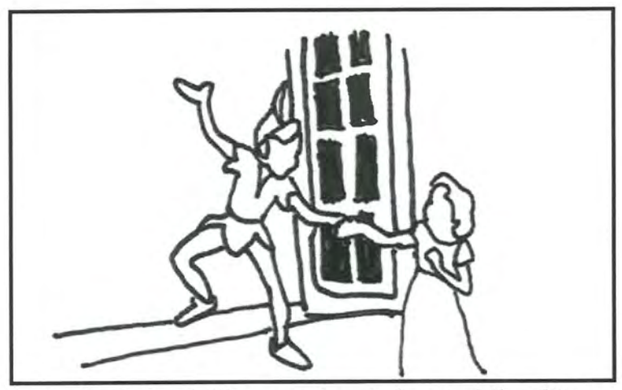


We see Peter chasing his shadow around the room, finally catching it but waking the children

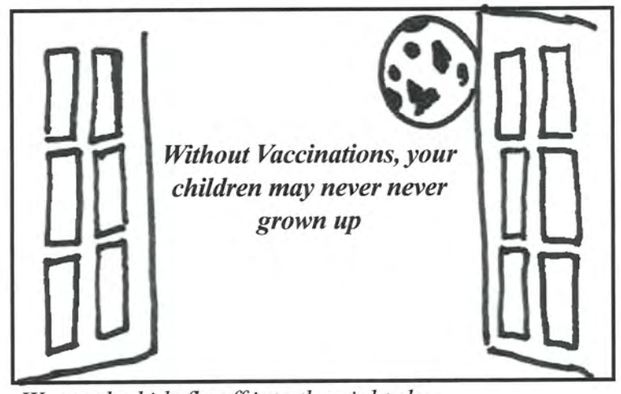
The Children tell Peter that Wendy has to grow up. Peter disagrees and announces that he will teach the children how to fly.



And with the help of a little fairy dust, he does. They fly around the bedroom together, while Peter tells them of somewhere they will never-ever have to grow up.
Peter: You are going to come with me to Neverland



Peter leads the children out the window, to follow him to Neverland.
But in a twist on the original, he turns to look at camera on the way out, giving a dark, sinister smile.
Peter: Where you will never grow up



We see the kids fly off into the night sky

Super: Without Vaccinations, your children may never never grown up

Authorised by the Australian Government childhood vaccination program

Australian government authorisation

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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IMPOSSIBLE POLLS

We'll help mothers empathise with the circumstances juvenile offendors are born into by creating a 'choose your own adventure' style story experience - using Instagram Polls.

Through this experience you help 'Sam' navigate a difficult time in her life and help make some challenging choices.

The further you get into the story, the tougher the choices become, until finally you are faced with 'an impossible choice'.

After making this choice, the story concludes and you are presented with a message, making sense of the story and requesting support for kids like Sam.

Sams step dad bashes on her door as she cowers. "I need money for your mum!!! I know you have some!!!". Sam asks you "What do I do? Hide and pretend im not here or leg it?".

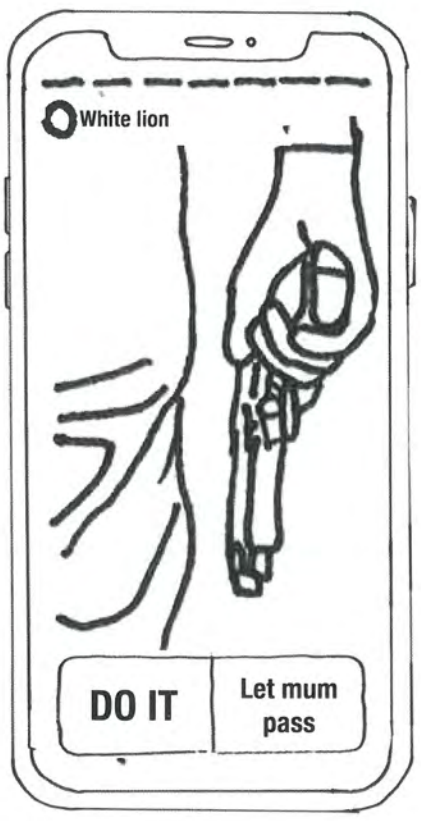
"Ok. You told me to run and I ran. But what next? Do I stay close and try and get some sleep, or keep going and get some distance between us?

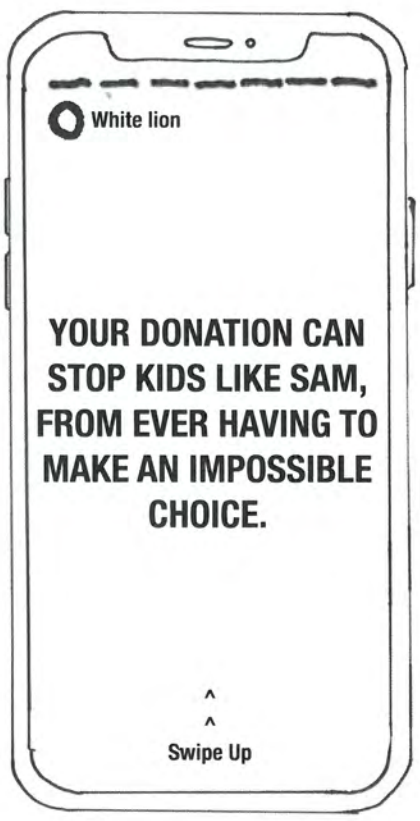
"I dont know if this was the best idea. I can hear him outside my door. He's drunk. Really drunk. Are you sure I should stay?"

10 x Storylines
= 1,024 possible endings

Example impossible choice:

Sam is now faced with an impossible choice. Does she take her step-dad's gun and rob the pharmacy to get her mum's meds? Or does she risk her mum not making it through the night. You must help her decide.





Story end - CTA

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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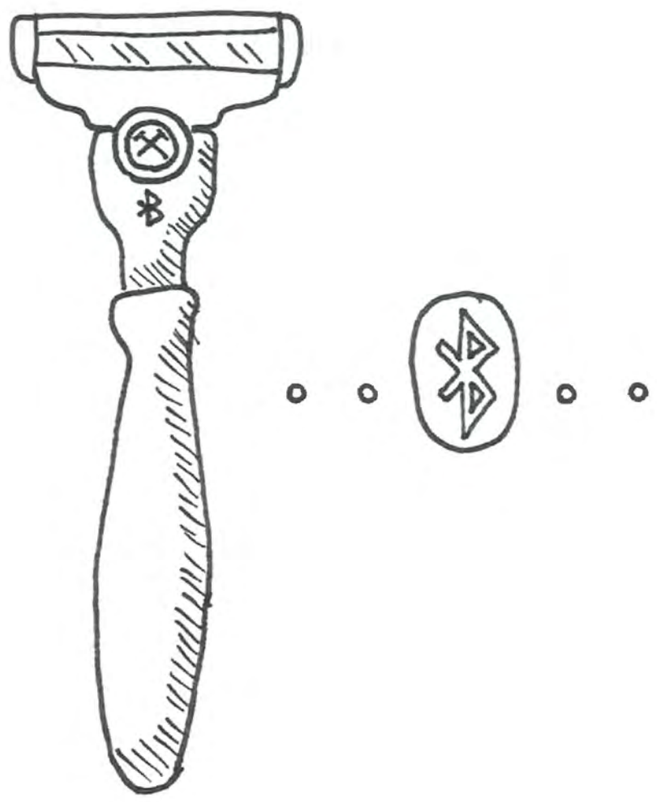
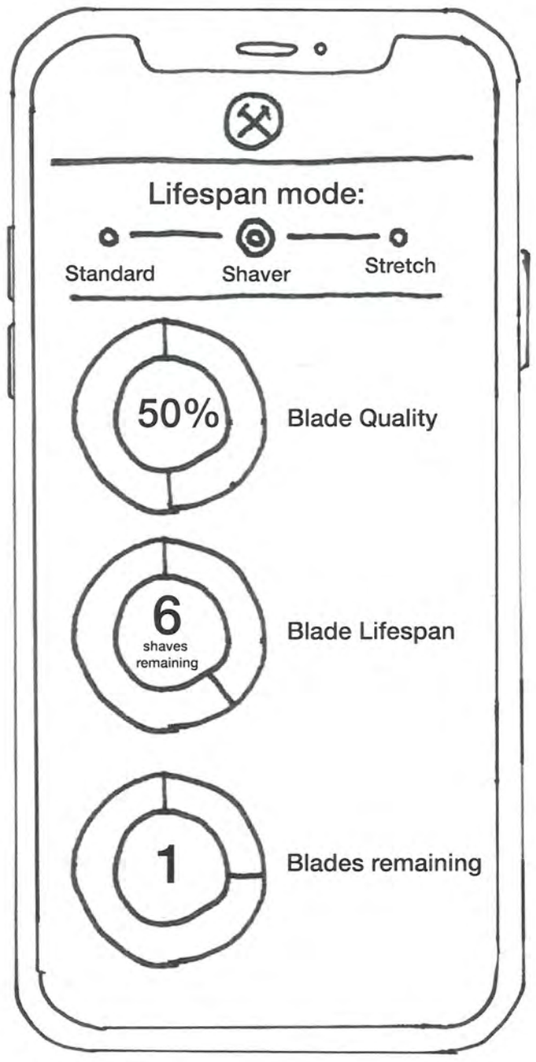
THE DOLLAR SHAVE CLUB

SHAVINGS-MAXIMISER

Insight: Razors/Blades are often thrown out before they're truly worn out

Idea: We'll help Dollar Shave Club customers get the most out of every blade by integrating sensors into the blades, which through bluetooth functionality relay to an app (Availiable only for subscibers of the razor delivery service) specially designed to track and maximise life span. No more wastage means not paying a cent more than you need to.





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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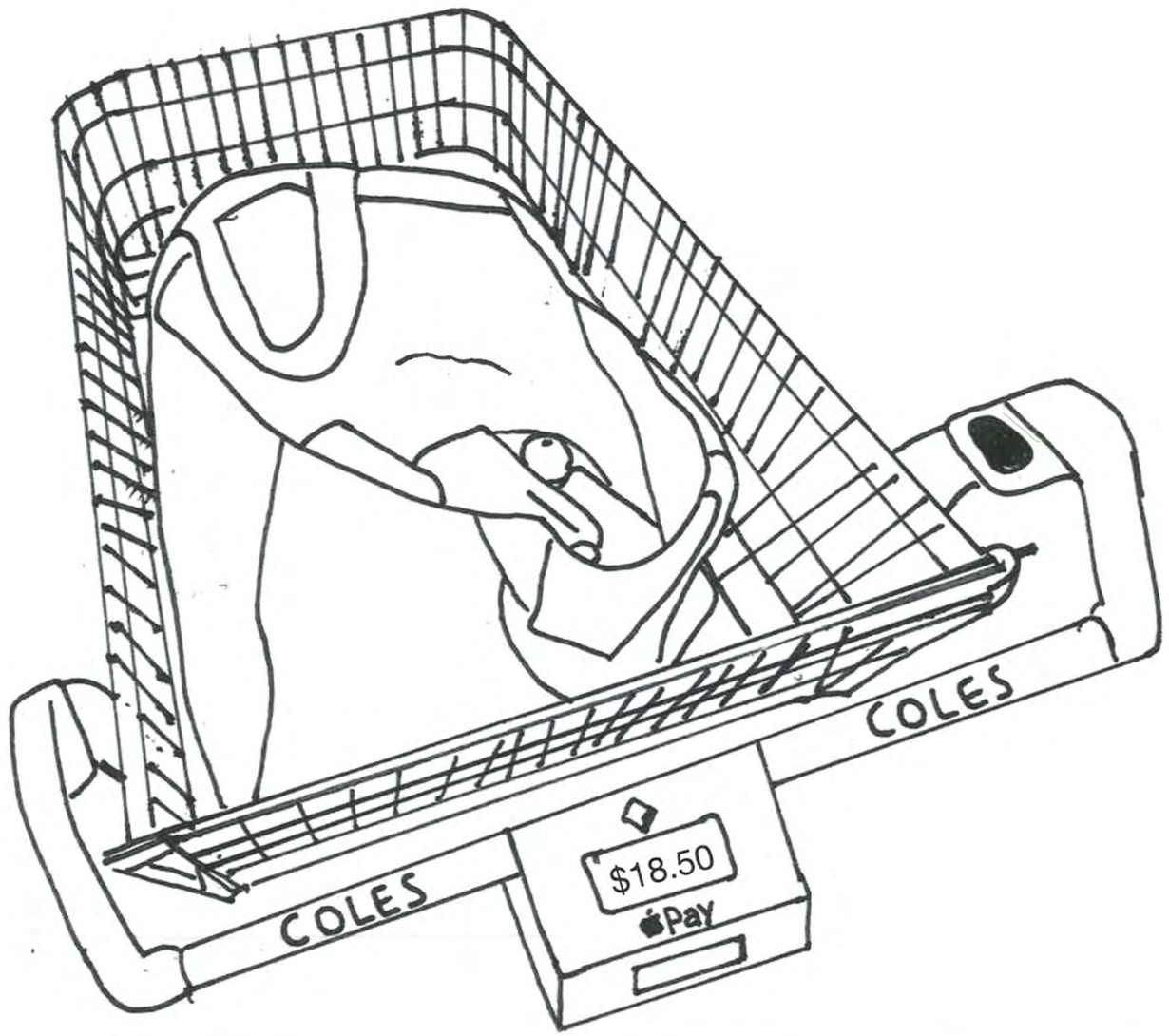
SHOP SMOOTH

Insight: Apple Pay removes barriers to making purchases - making your shopping experience smoother.

Idea: We'll create the smoothest shopping experience ever for CBA customers (only) with Apple Pay by removing futher barriers from their shopping experience. We'll integrate barcode reader, itemiser, check out, and Apple-Pay payment system into trollies at major supermarkets.

No more queues, no more cashiers: Get ready for smoothest shopping experience yet.



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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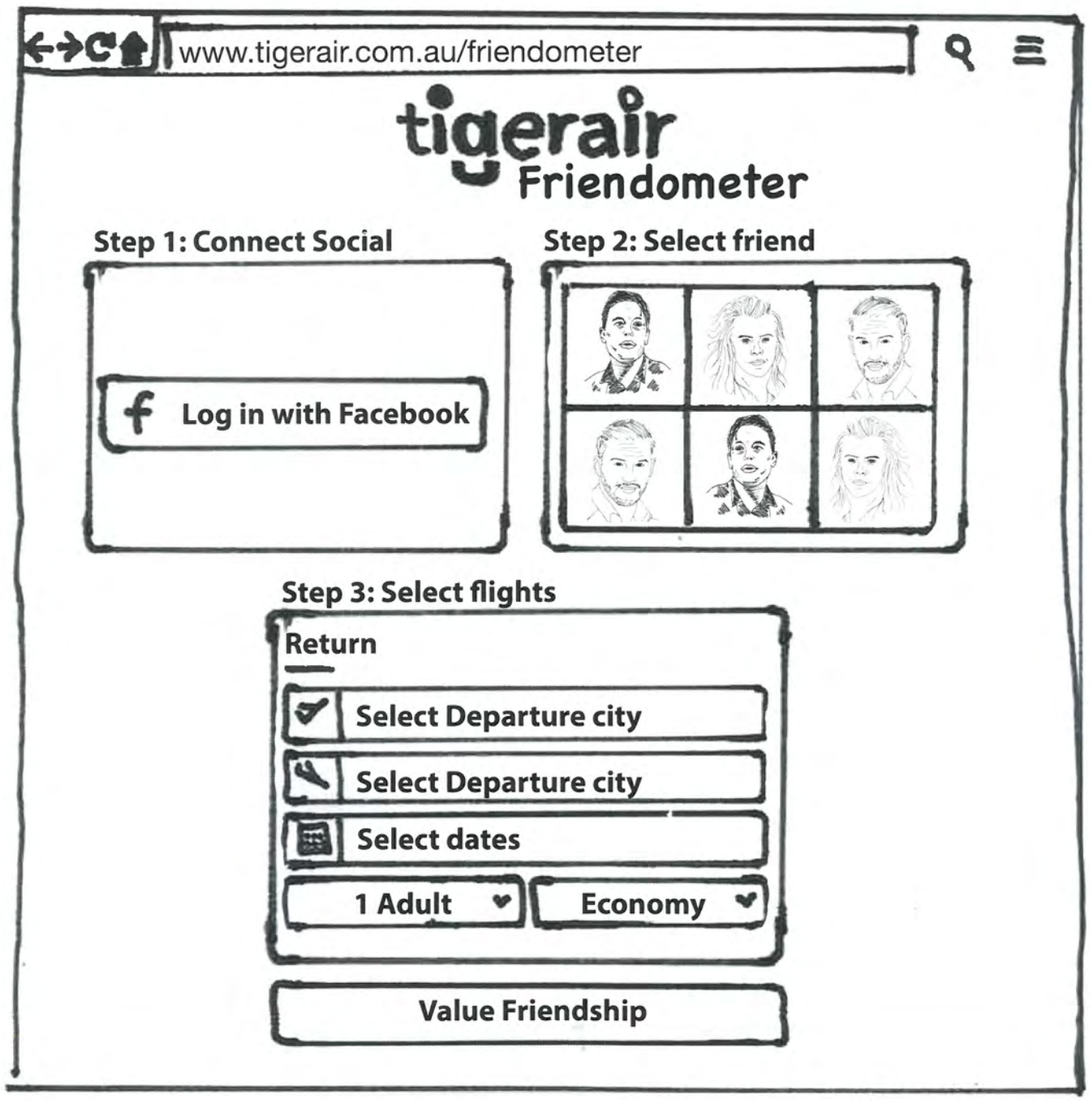
TIGER AIR: FRIENDOMETER

Insight: Unmissable moments are worth travelling for, however not all moments are worth it. Sometime it's hard define whether your relationship with the host is worth flying for.

Idea: To create an algorithim assesses your digital history with the host and gives a financial value of your relationship. This is the compared to the cost of flights to determine if the event is worth travelling for.



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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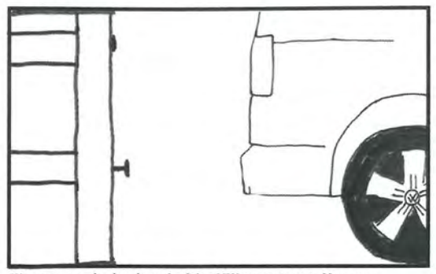
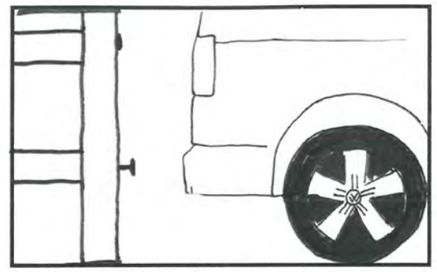
Transporter Van
Use it for everything

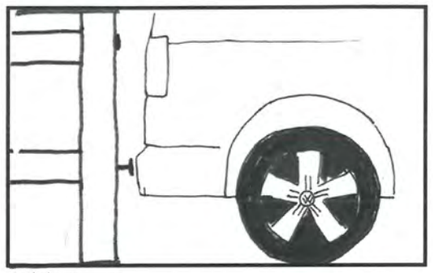
1. TVC



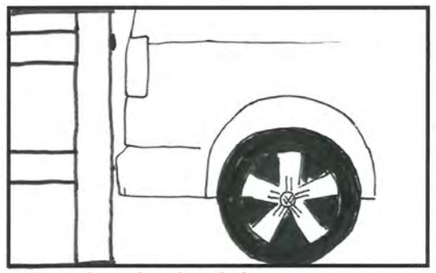
We open on the back end of the VW transporter Van on a construction site. It slowly backs towards a timber frame with a nail sticking out.



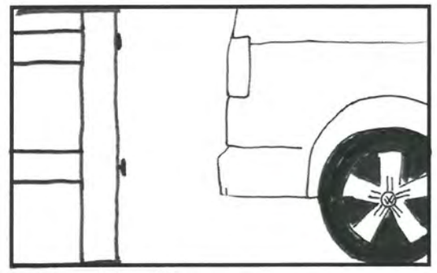
We watch as it slowly gets closer



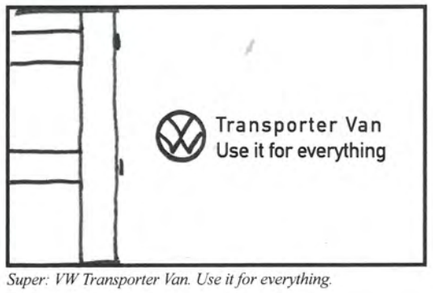
And closer



Until it gently taps the nail into the frame

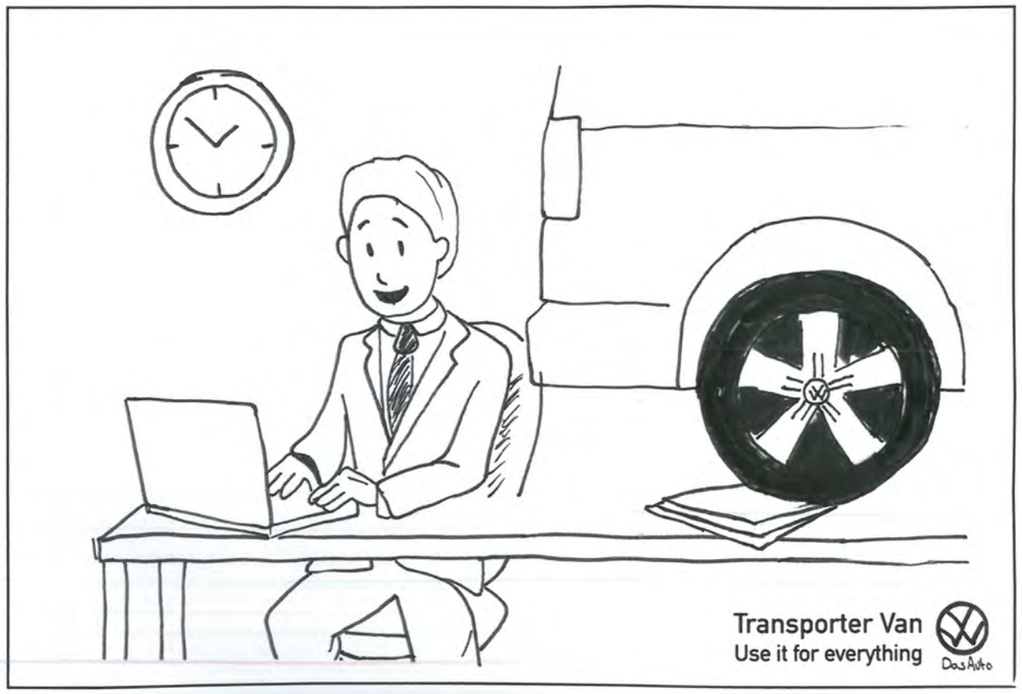


And drives off. Job well done.



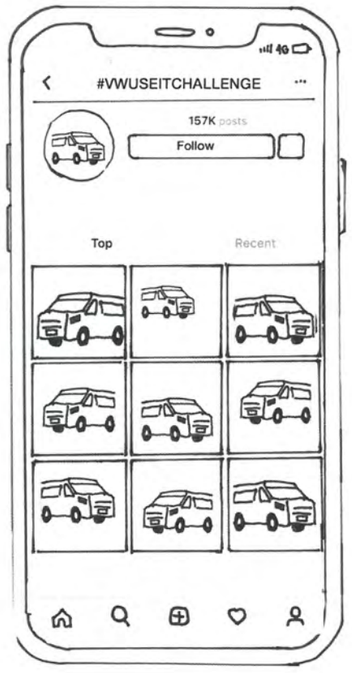
Super: VW Transporter Van. Use it for everything.

2. OOH



3. Social

#VWUSEITCHALLENGE



Similar to the bottle cap challenge or the ALS Ice bucket challenge we will create a UGC social campaign, challenging owners of VW Transporter vans to show us how they use it in unique ways.

4. Radio

Rocks

We hear the sounds of someone walking across, and then scooping up small rocks/gravel.

We then hear the sounds of a small rock against a glass window.

We hear our bachelor yell-whisper

MVO: Julieeeeettttttt

No response. We hear the sounds of more small rocks against a glass window.

We hear our bachelor yell-whisper

MVO: JULIEEETTTTTT

No response.

We hear a disgruntled groan from our bachelor and then more footsteps on gravel.

We hear a car door open, and then the car horn BEEEEEEPS.

We hear a window slide open.

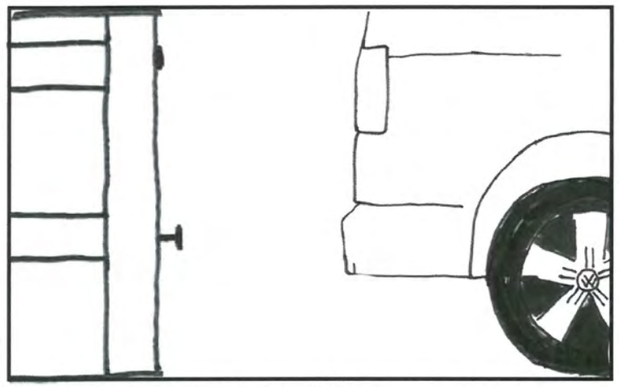
FVO: ROWAN!? WHAT!? WHAT ARE YOU DOING?

MVO: You didnt hear the rocks

FVO: FRIGGIN TEXT ME

BRAND VO: VW Transporter Van. Use it for everything.

CONSTRUCTION



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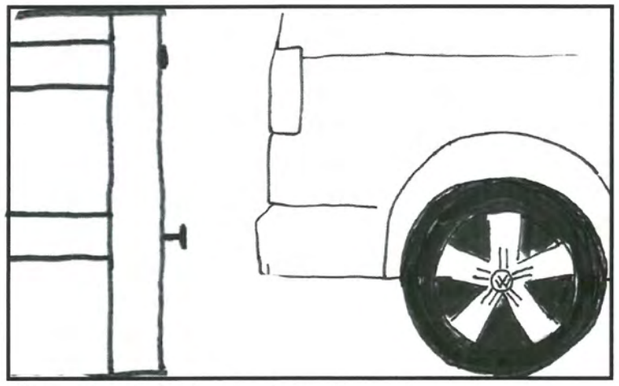

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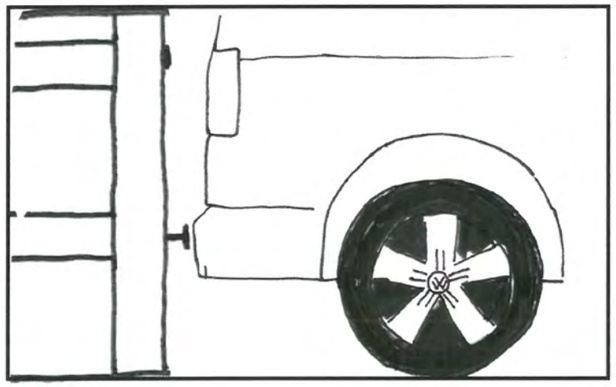
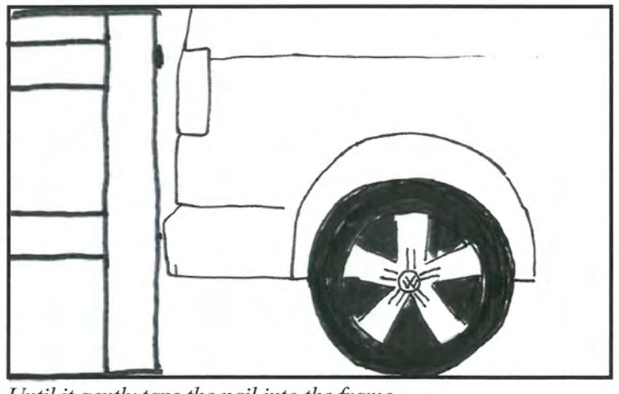
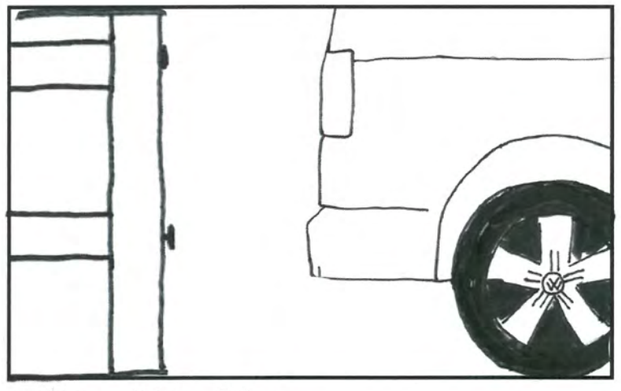


And closer



Until it gently taps the nail into the frame



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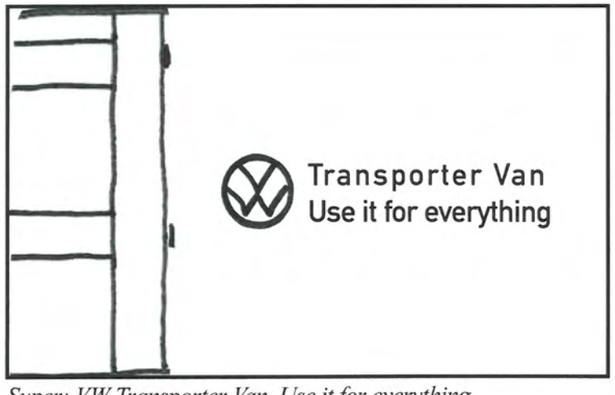
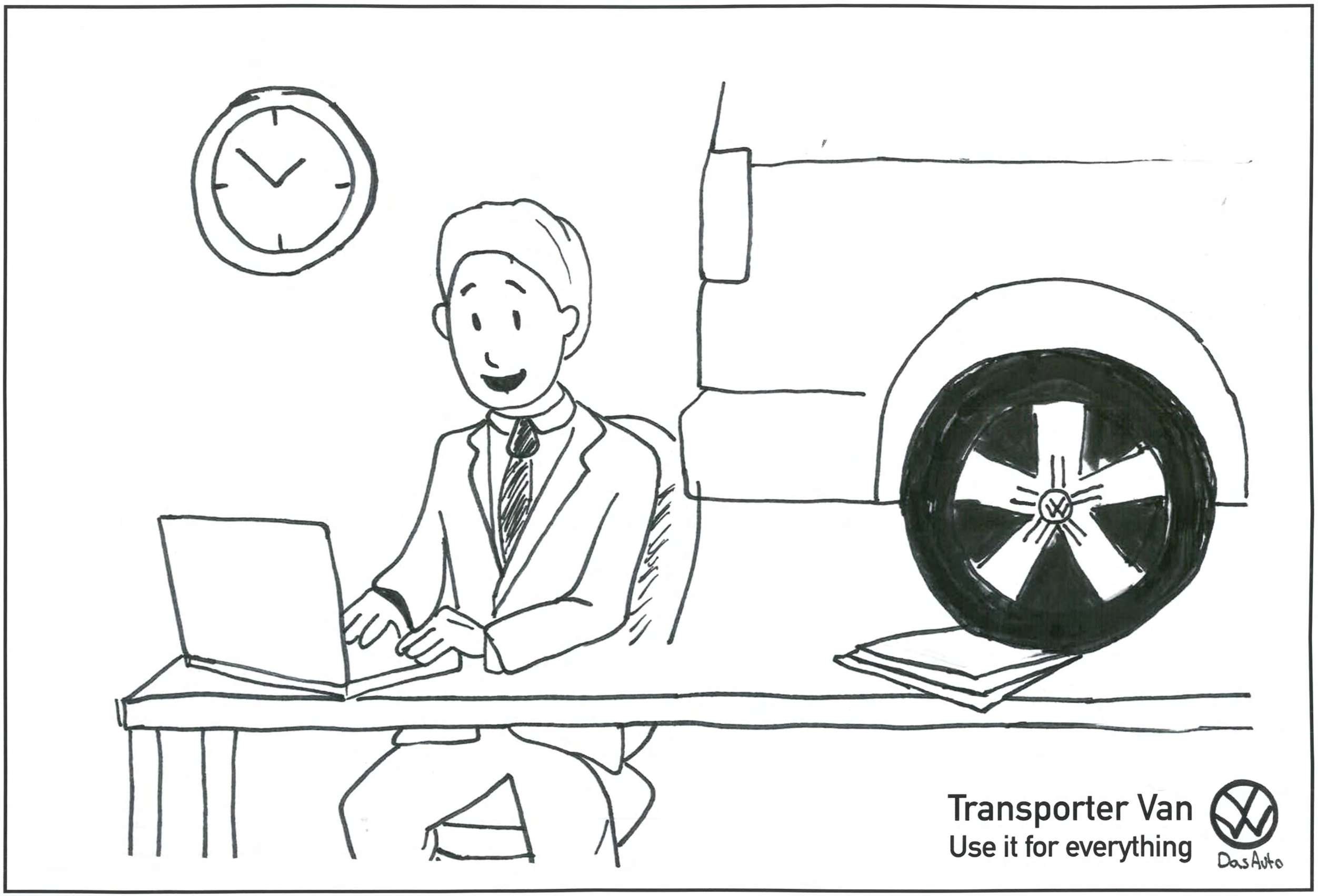


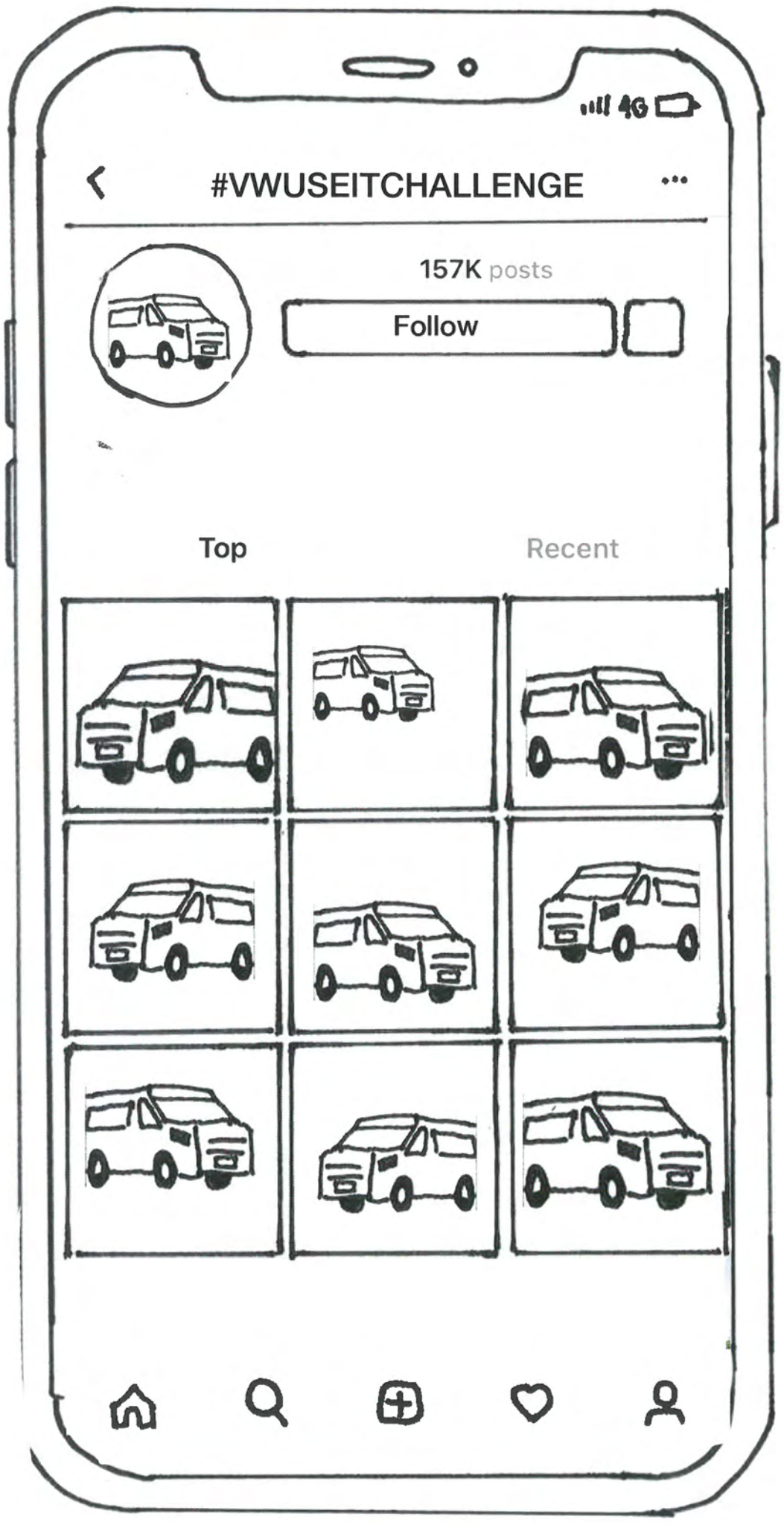
Super: VW Transporter Van. Use it for everything.

2. OOH



3SOCIAL

#VWUSEITCHALLENGE



Similar to the bottle cap challenge or the ALS Ice bucket challenge we will create a UGC social campaign, challenging owners of VW Transporter vans to show us how they ıse it in unique ways.

Rocks

SFX: We hear the sounds of someone walking across, and then scooping up small rocks/gravel.

SFX: We then hear the sounds of a small rock against a glass window.

We hear a man yell-whisper

MVO: Julieeeeettttttt

No response.

SFX: We hear the sounds of more small rocks against a glass window.

We hear the man yell-whisper

MVO: JULIEEETTTTTT

No response.

SFX: We hear a disgruntled groan from the man and then more footsteps on gravel.

SFX: We hear a car door open

SFX: And then a car horn beeps loudly.

SFX: We hear a window slide open.

FVO: ROWAN!? WHAT!? WHAT ARE YOU DOING?

MVO: You didn't hear the rocks

FVO: FRIGGIN TEXT ME

BRAND VO: VW Transporter Van. Use it for everything.

AWARD SCHOOL
supported by facebook

Brief Number:	**10**
Topic:	**Strategy**
Deliverables:	1/ New strategy and brief 2/ Accompanying creative idea
Client:	Loreal
Product:	Foundation
Media:	OOH
Target audience:	Male Millennials (18-35)
Key insight:	15% of men feel more confident when wearing makeup
Proposition:	Feel the best. Be the best.
Reasons to believe:	- Easily cover blemishes and smooth out skin - Barely noticeable at all if applied correctly

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BE MORE

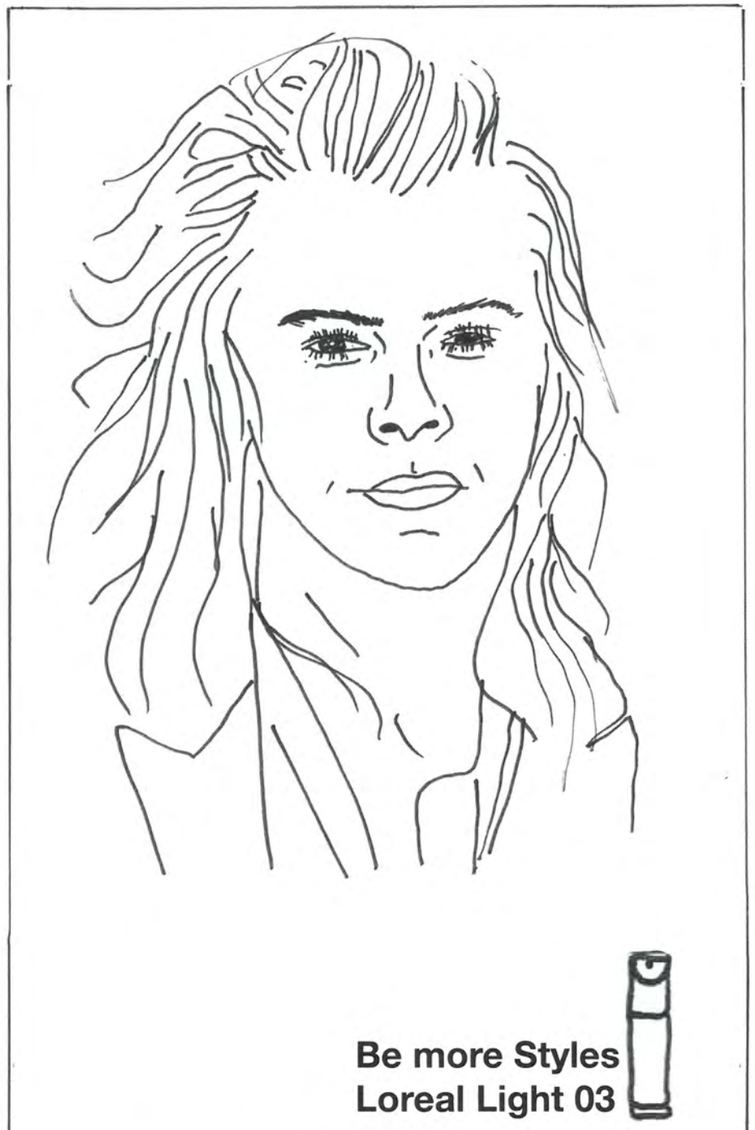
Problem: Adoption of make-up use in men is significantly slowed due to societal stigma.

Insight: Most aspirational men are photographed while wearing make-up.

Idea: Create mass awareness/visibility that the men the target market aspire to be like wear make-up

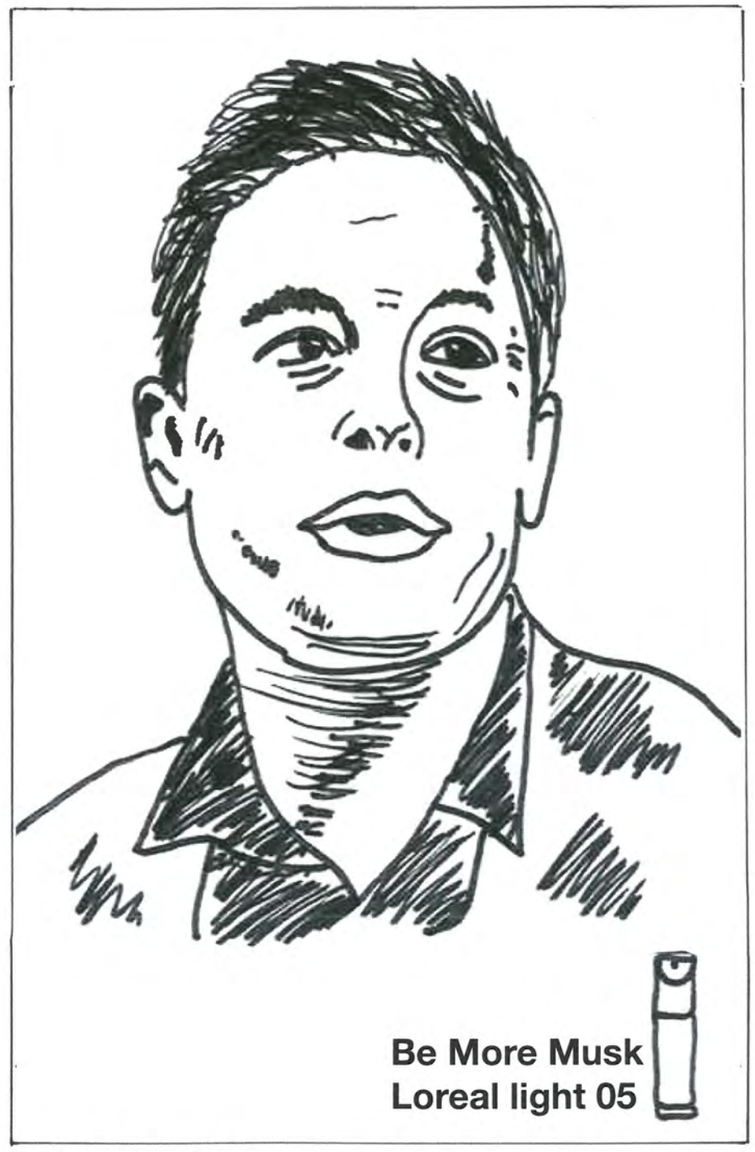
Be More Hardy
Loreal Medium 07

Pictured: Tom Hardy



Be more Styles
Loreal Light 03

Pictured: Harry Styles



Be More Musk
Loreal light 05

Pictured: Elon Musk