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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BRIEF ONE | POSTER

PILLOWORK

BREAKFAST-ER

BRIEF ONE | POSTER

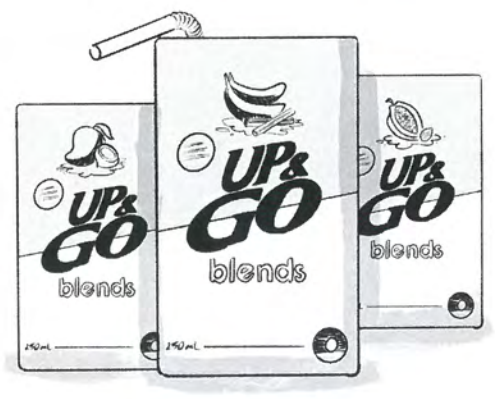
BLANKE**TRAIN**

BREAKFAST-ER

BRIEF ONE | POSTER

SLEEPRESENTATION

BREAKFAST-ER



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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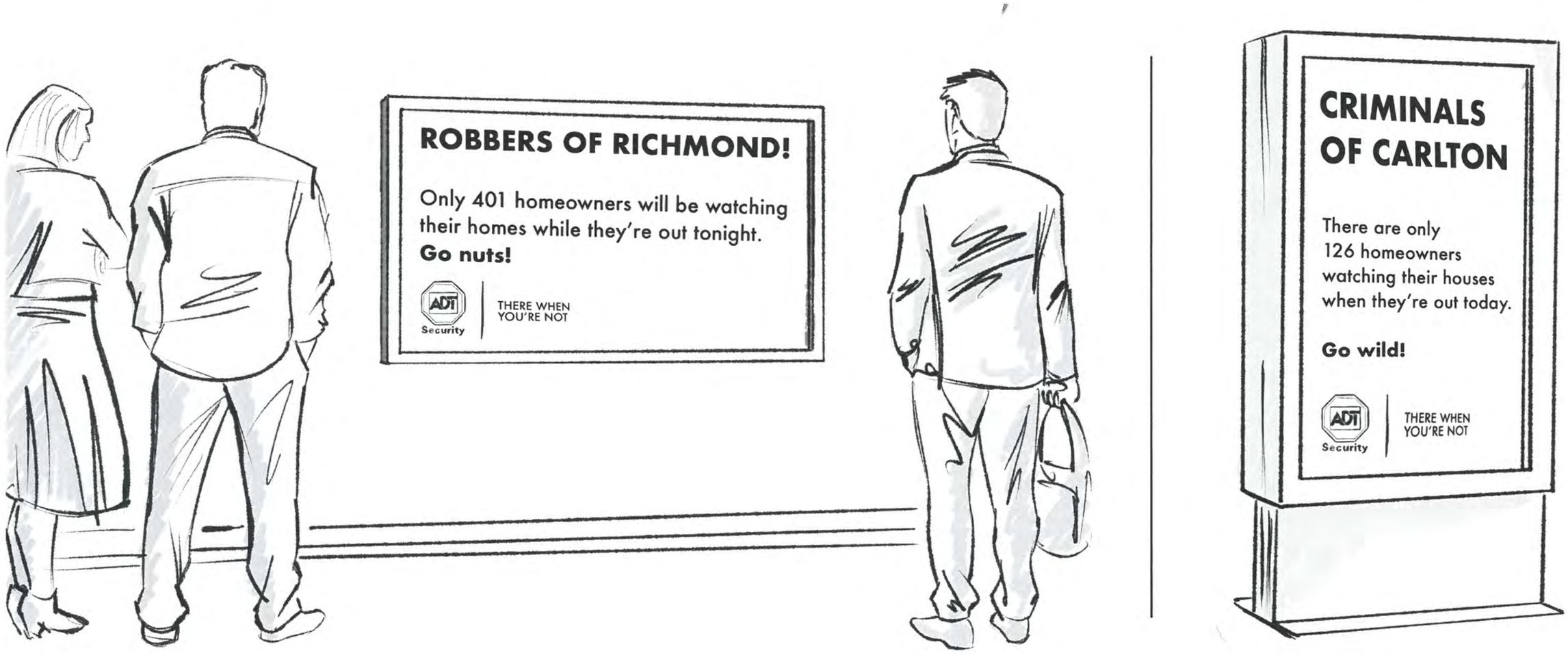
BRIEF TWO | OUTDOOR



Insight:

Nothing triggers fear of break-ins more than realising there are criminals in your area.

Idea:

Scare people into installing ADT Home Security by speaking to robbers.

Execution:

Billboards displaying real data of ADT Home Security houses in the area.

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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BRIEF THREE | RADIO

Scenario: This spot takes place at a One Nation press conference.

SFX:	*Chatter*
Pauline Hanson:	One Nation has decided to revoke all its policies.
SFX:	*Gasps from audience.*
PH:	We will now accept people wearing burkas in public.
PH:	We welcome all boat people, from far and wide to join this country.
PH:	Even if – especially if – their first language is not English.
PH:	I now invite questions from the floor.
Journalist:	Pauline, why have you decided to do this?
SFX:	*(Pause)*
PH:	(Clears throat) Th-this press conference is over. There will be n-no further questions.
VO:	**UberEats.** **Taste more than one nation.**

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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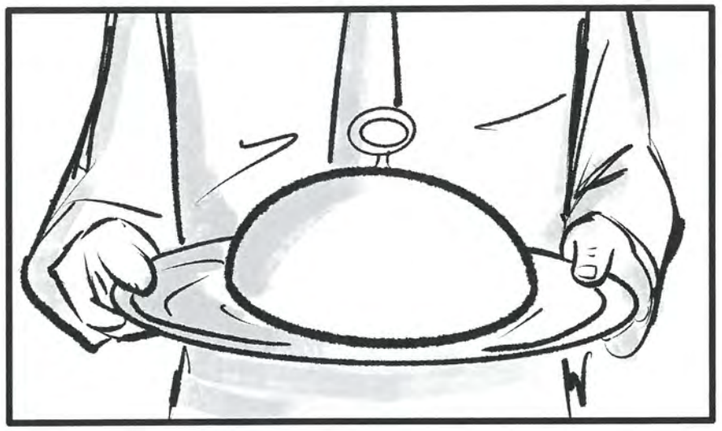
BRIEF FOUR | TVC COMMERICAL

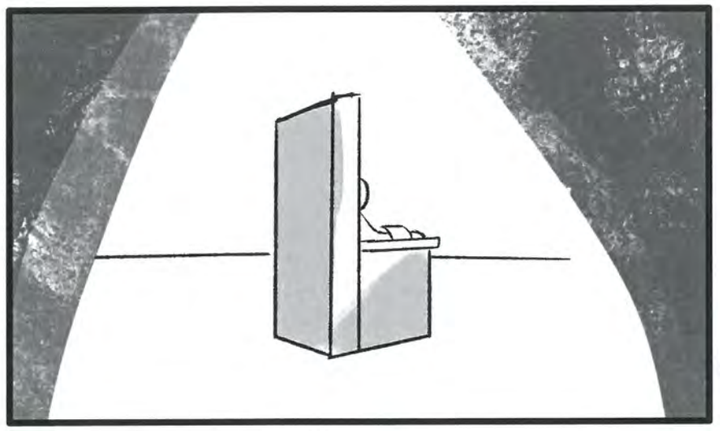
Frame 1

We open on a warden walking down a prison hallway.



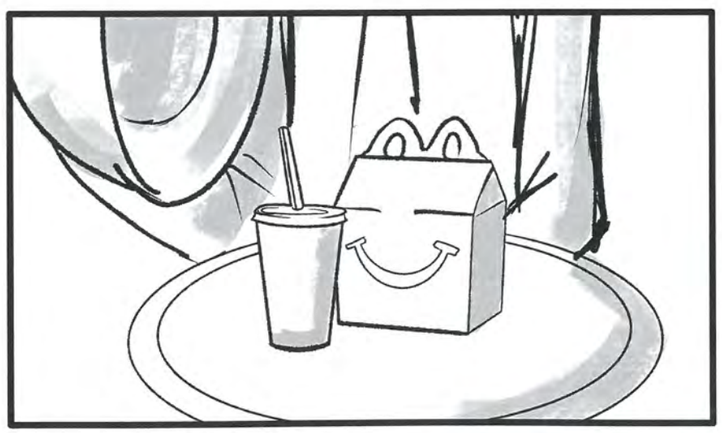
Frame 2

We go to a close up of him carrying an inmate's final meal.



Frame 3

Cut to the back of a lethal injection chair, where a prisoner awaits.



Frame 4

The warden lifts the lid to reveal a Happy Meal.

Frame 5

Cut to reveal a child sitting in the chair.

Frame 6

Don't sentence them to death. Vaccinate your child.

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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BRIEF FIVE | MOBILE

Insight:

The toys we play with as children have a huge influence on who we become.

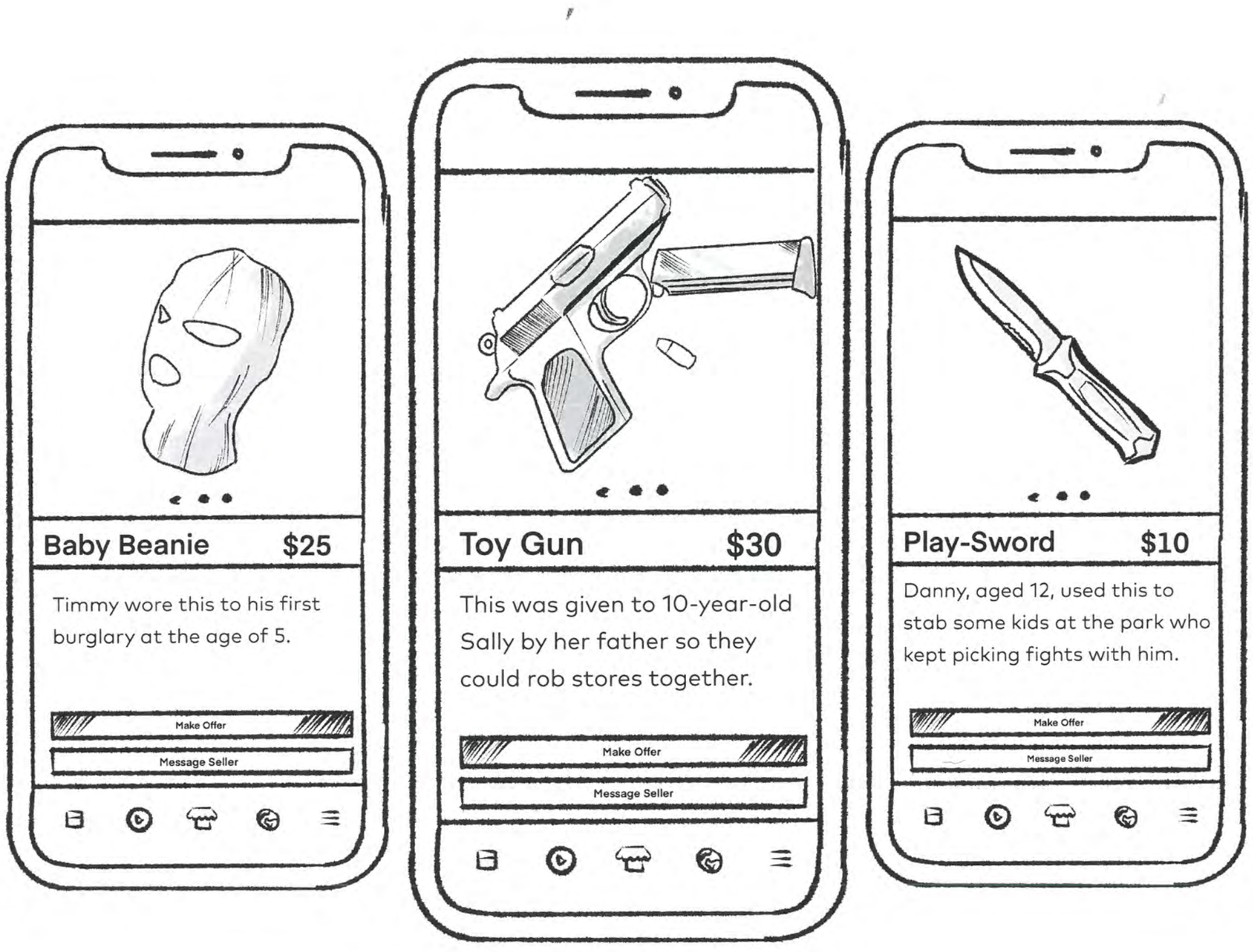
Idea:

Highlight the innocence of children by selling violent items as kids' products.

Execution:

Real criminal items are sold in the kids' section of Facebook Marketplace.

Each tells the story of a child who fell into a life of crime. The money from each item sold goes to Whitelion.



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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BRIEF SIX | DIGITAL

Insight:

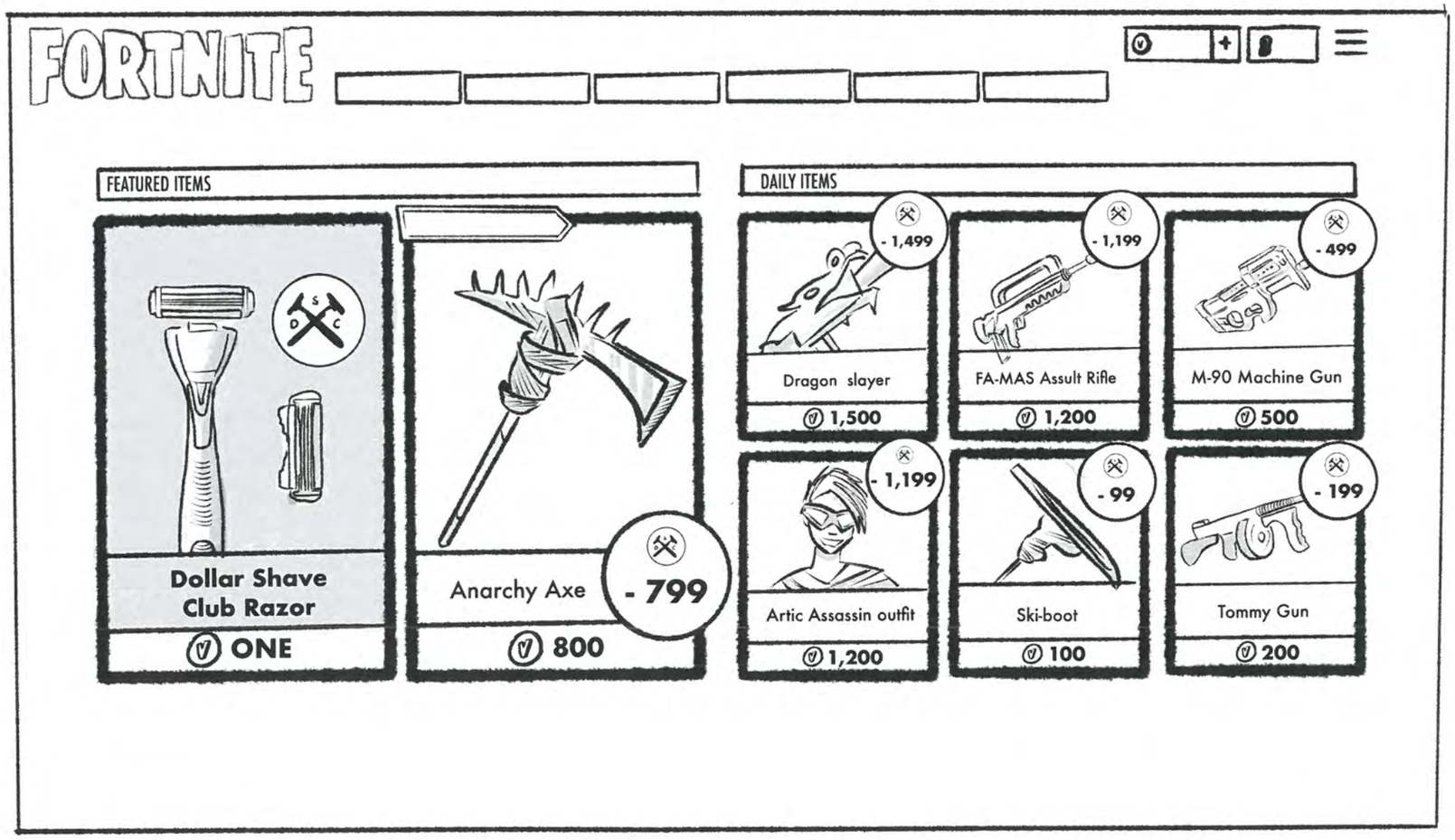
People love saving money, wherever they are.

Idea:

A Dollar Shave Club razor is a discounting tool in a virtual world.

Execution:

In Fortnite, the online multiplayer game, a Dollar Shave Club razor is added to the Item Shop. The razor costs just one V-Buck (Fortnite currency) and, when purchased, discounts all other items to one V-Buck too.



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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BRIEF SEVEN | EXPERIENTIAL

CommBank

buttpay

Insight:

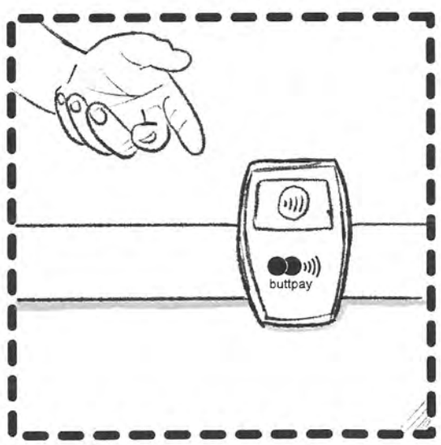
People keep their phones in their pants pockets.

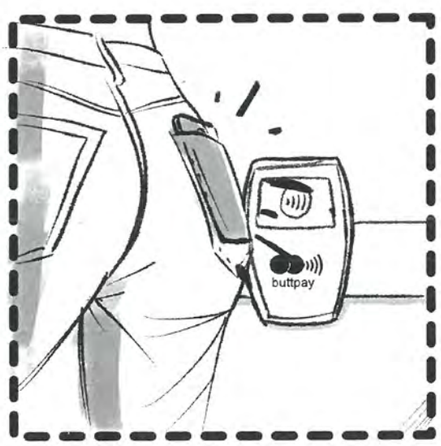
Idea:

Apple Pay makes paying so easy that you can leave your phone in your pocket while you pay.

Execution:

Apple Pay terminals installed at the height of people's butts.





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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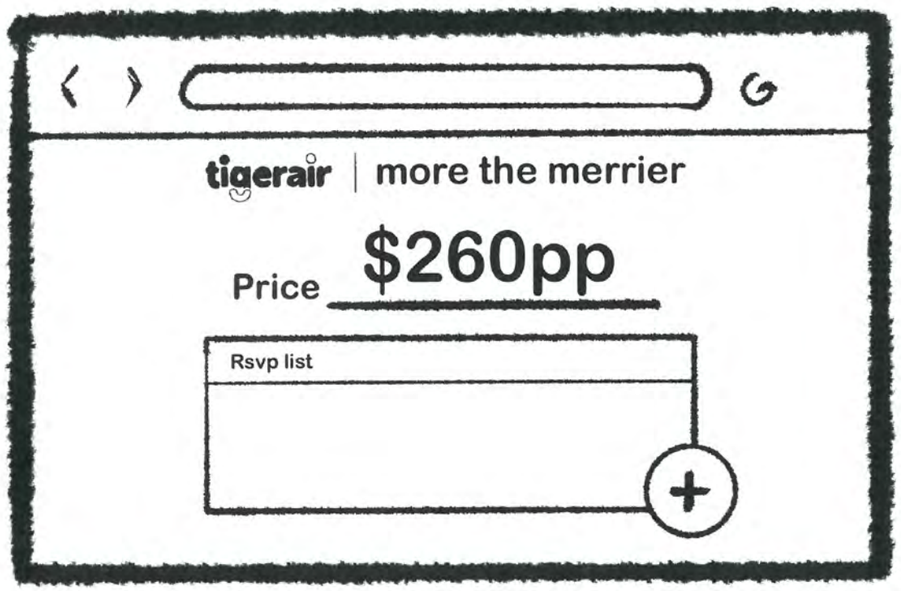
BRIEF EIGHT | MEDIA

Insight:

Big events are better when more people go.

Idea:

Flights that are cheaper when more people go.



Step One:

The host registers the event with Tiger. The more people who click "attending" before the RSVP date, the cheaper the price is for everyone.

Step Two:

On the RSVP date, an algorithm crunches the numbers for attendance and gives everyone the new low price with a unique code to use on the Tiger website e.g. JennysWedding

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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BRIEF NINE | INTEGRATED

Insight:

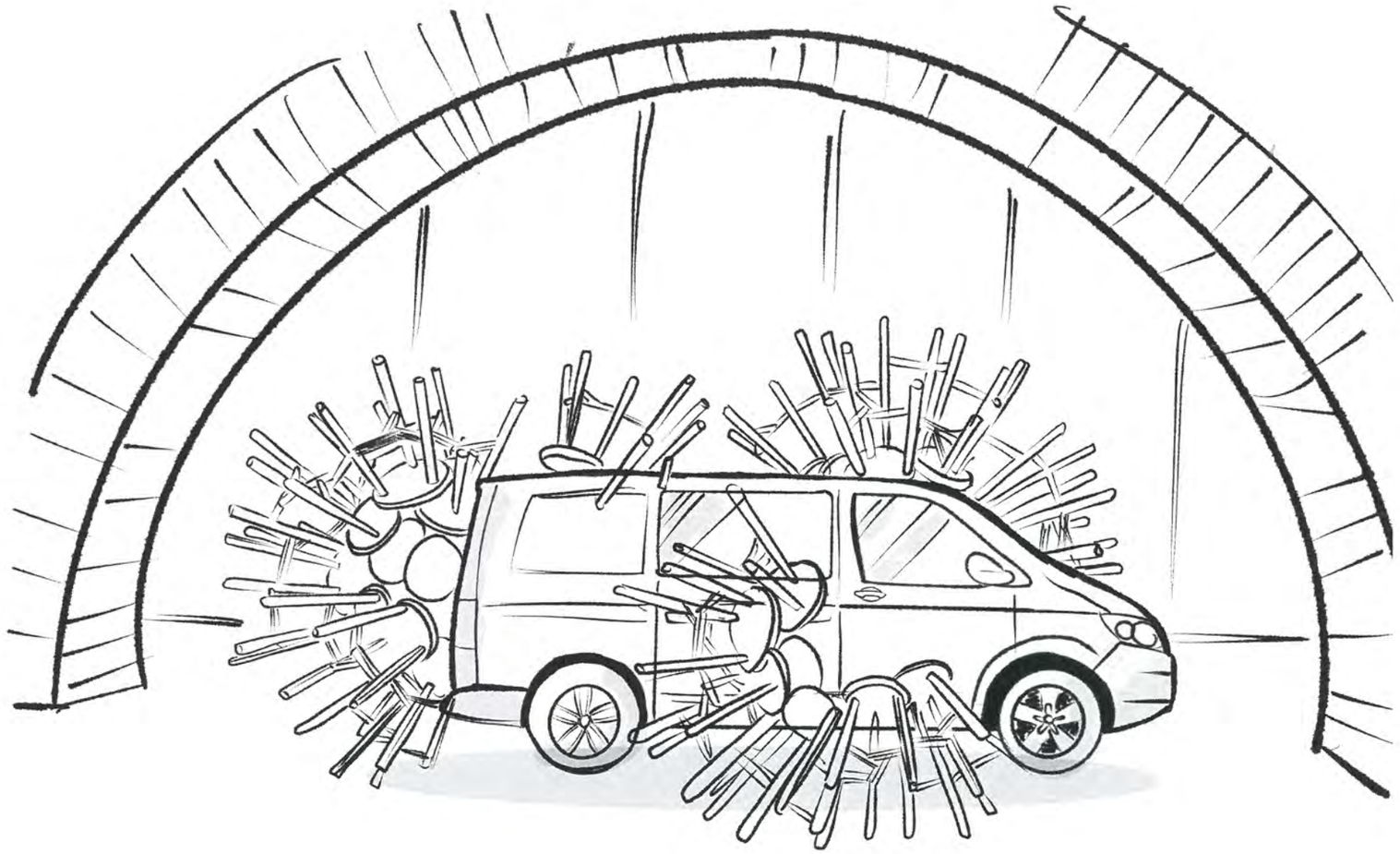
Van art is huge globally.
People love to get creative
and personalise their vans.

Idea:

A prize for artwork that uses the Volkswagen Transporter van as a canvas, giving people the chance to bring to life a van that they thought would only exist in their imagination.

PR Stunt:

To kick off and give entrants some inspiration, Volkswagen commissions internationally renowned artist Ai Weiwei to create a unique and unconventional van. The van is showcased at the NGV.

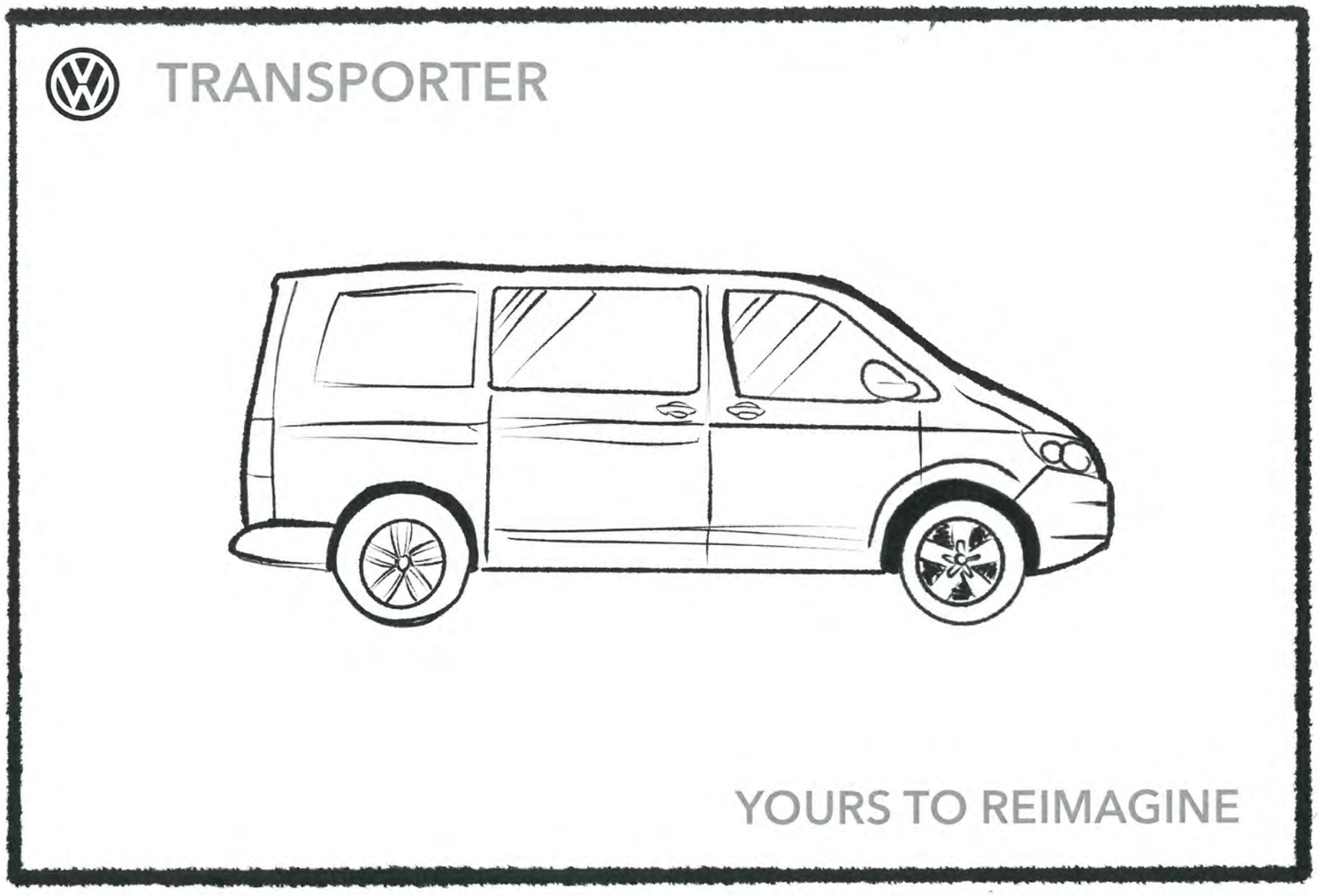


Enter the Blank Vanvas Art Prize

Bring your dream van to life!

First prize: VW Transporters + $50,000 prize money

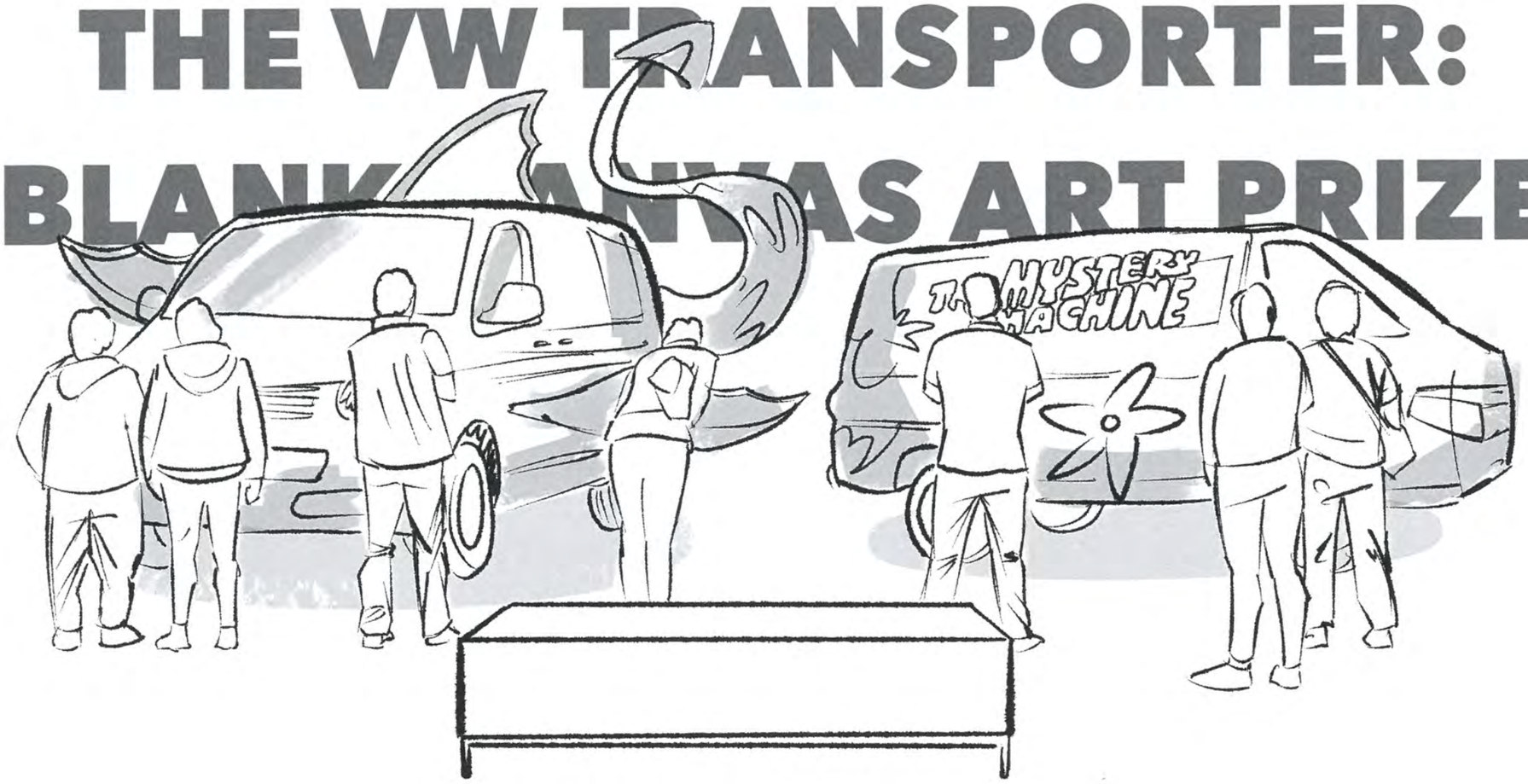
BRIEF NINE | INTEGRATED



Social Competition

Anyone can enter – from business owners, to professional artists, to kids. Entry is on the Volkswagen website, where they can configure their van, then add decorative elements to really make it their own.

THE VW TRANSPORTER: BLANK CANVAS ART PRIZE



Activation

The Top Ten designs are made into real vans and exhibited at the NGV.

After the exhibition, all Top Ten entrants get to keep their creations.

BRIEF TEN | STRATEGY

Client:	Dove
Product:	Spray-on deodorant
Target audience:	Women
Key insight:	Women always keep their deodorant in their bags
Proposition:	**Protect yourself**
Reasons to believe:	• Perfume doubles as self-defence item • Chemicals that hurt when sprayed in eyes • No permanent damage, but gives you the chance to escape a dangerous situation • Carry around in purse • looks more innocent than mace or weapon

BRIEF TEN | STRATEGY

Dove Anti-Perspirant | 'Empower Yourself'

Insight:

Women often feel afraid walking home alone at night, but carrying a weapon to defend themselves seems confronting.

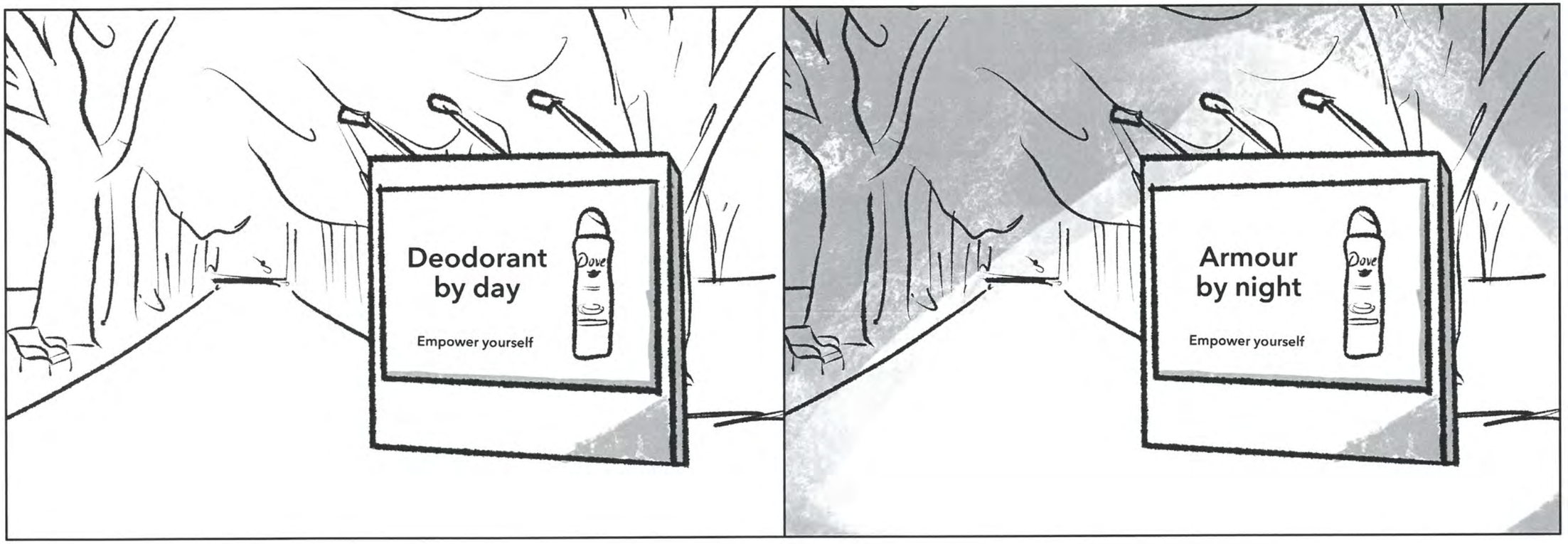
Idea:

Deodorant that doubles as a mace, empowering women and instilling confidence.

Execution One:

A Fearless Girl statue installed in Sydney holds a can of Dove deodorant.

BRIEF TEN | STRATEGY



Execution Two: Out-of-home Billboards

Place temporary billboards in the worst lit parks across Sydney and Melbourne.

The billboards light up and change message after dark.

Execution Three:
'Empower yourself'
Self-defence classes

Free self-defence classes for women. They learn to defend themselves, and also to use Dove as a mace.

Free samples of the deodorant are provided for the class, and after as an anti-perspirant.