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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BRKFST

Waste no time.

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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35
ADT
Security
HOME
COMES
WITH YOU

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 copy 30”

SFX:	*Generic kitchen prep sounds*
	Bell dings
CHEF:	ORDER UP
SFX:	*Footsteps approach, put food in a suitcase*
	Car pulls up, they get in and go
	Car arrives, ambient airport noises
SPEAKER:	[*Announcement in a foreign language*]
	DH340 to Melbourne now boarding through gate 9
SFX:	*Plane takes off and lands*
	Footsteps walk to a taxi
	Taxi pulls up at destination
	Footsteps up a path
	Doorbell
VO:	Order for Geoff?
VO:	Uber Eats. Nights in that taste like trips away.

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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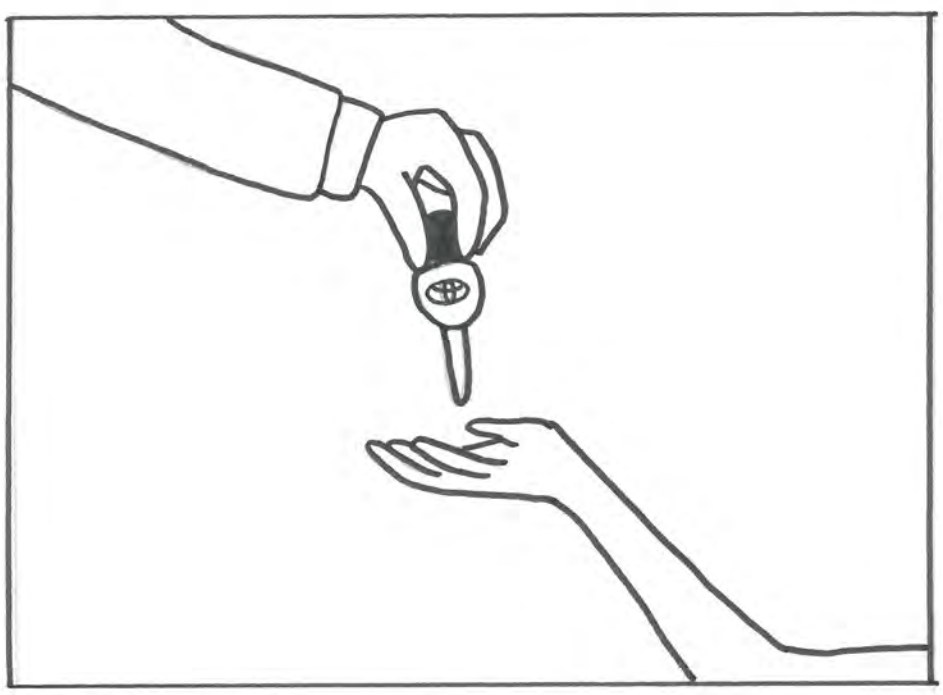
DAD: I know you're only three, but we don't have much time, so you're starting school this week.

DAD: And since we're celebrating, [*passes beer, chinks bottle*] Cheers.



DAD: Oh and we were gonna wait till you were older but we got you your first car.

VO: Without vaccinations, you risk having to fit a lot into a short life.

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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REDEFINE CRIME

AN INSTAGRAM POLL THAT CHANGES THE WAY WE UNDERSTAND YOUTH CRIME

STEALING
A JUMPER.

CRIME | NOT A CRIME

STEALING
A JUMPER
BECAUSE YOUR
MUM CAN'T
AFFORD ONE.

CRIME | NOT A CRIME

STEALING
A JUMPER
BECAUSE YOUR
MUM CAN'T
AFFORD ONE,
THE HEATER'S
BROKEN AND IT'S
THE MIDDLE OF
WINTER.

CRIME | NOT A CRIME

FOR SOME KIDS,
'RIGHT AND
WRONG' HAS
NOTHING TO DO
WITH IT.

WHITELION
courage to grow

supporting youth at risk

Learn More

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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Dollar Shave Club presents:

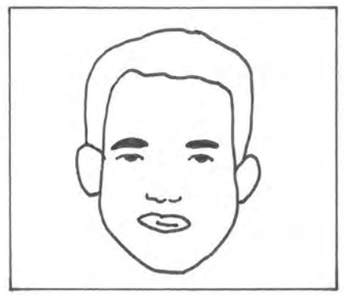
A FAIR GROW

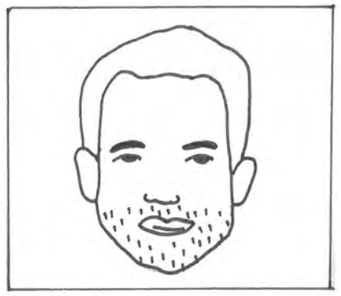
BEING A HAIRY MAN SHOULDN'T COST YOU

Dollar Shave Club

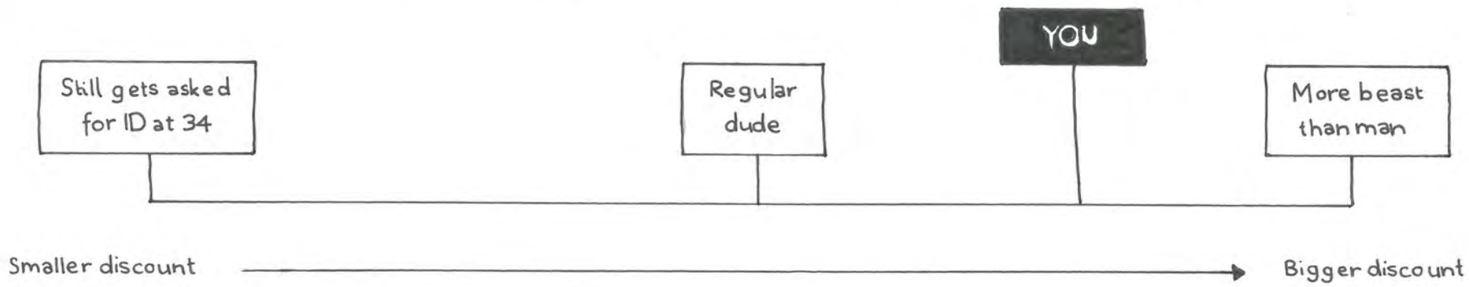
https://aus.dollarshaveclub.com/afairgrow

UPLOAD A PHOTO CLEAN SHAVEN, AND ONE AFTER A WEEK OF GROWING





WE'LL WORK OUT HOW HAIRY YOU ARE,
SO YOU GET A FAIR PRICE FOR THE RAZORS YOU NEED



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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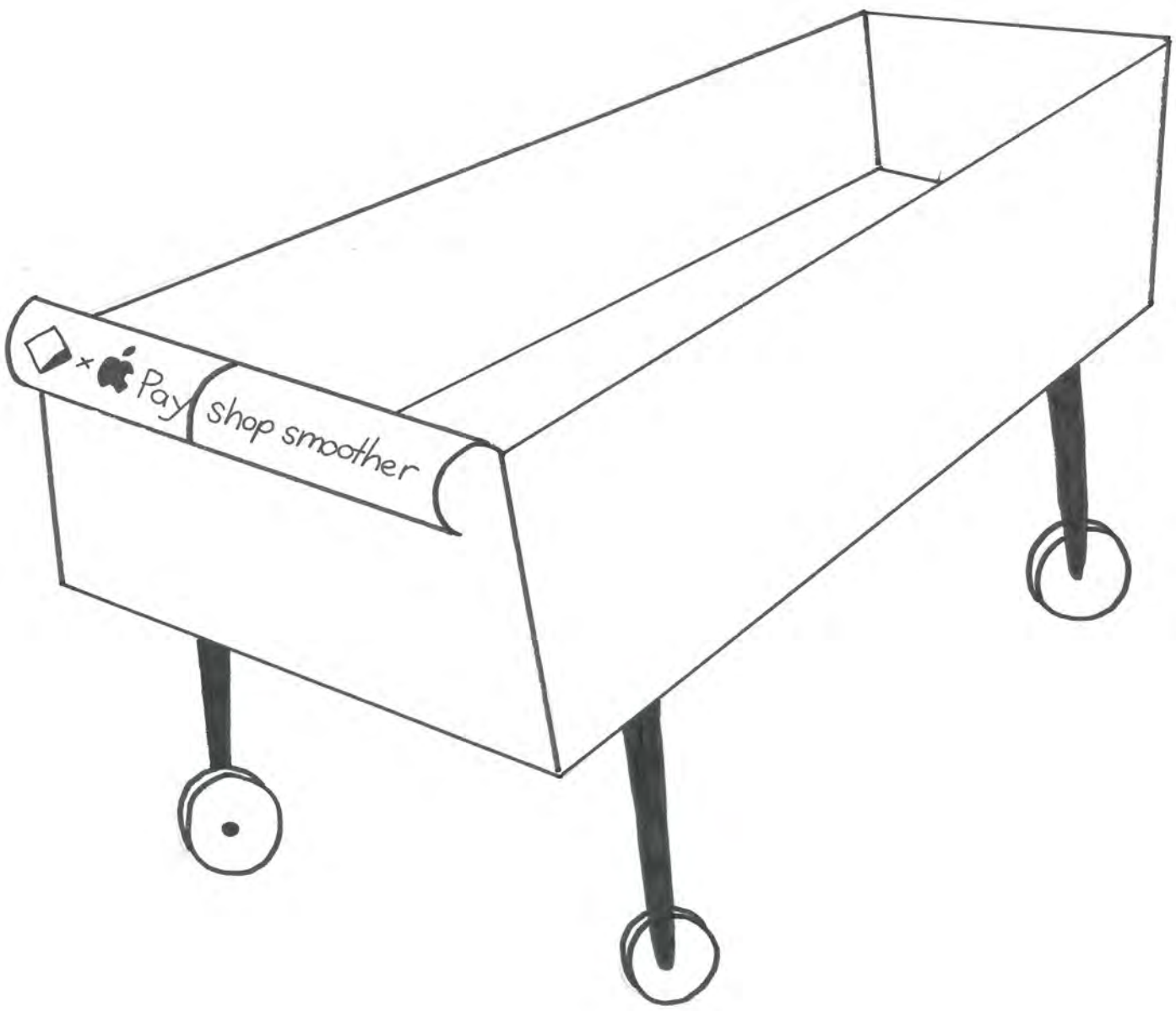
shopsmooth

If there's one thing that never seems to go smoothly at the supermarket, it's manoeuvring the damn trolley.

To celebrate Commbank x ApplePay, we replace the clunky trolleys at major supermarkets with slick-as-hell wondergliders.
— so everyone can shop smooth.



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's

gift a guest

MAKE THEIR PRESENCE YOUR PRESENT

Find Cheap Domestic Flights

https://t.tigerair.com.au/giftaguest

Tigerair

Add an interstate mate to your bridal registry.

NAME Tom

CITY Melbourne

PHOTO

☑ I confirm that I am totally fine with missing out on a gift if it means this legend can make it to my wedding.

ADD TO REGISTRY

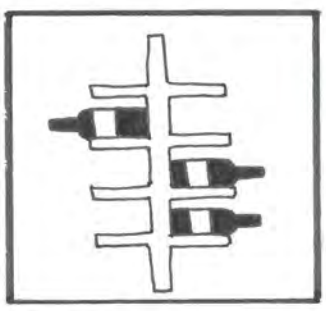
The system is integrated with popular bridal registries, so guests are automatically displayed for anyone (friends, family or the guests themselves) to buy.

Bridal Swag

https://bswag.com.au

Sadie & Greg

24TH OCTOBER 2019, SYDNEY AUSTRALIA



Hip wine rack

$95

Our mate Tom

from Melbourne

$170

Posh kettle

$55

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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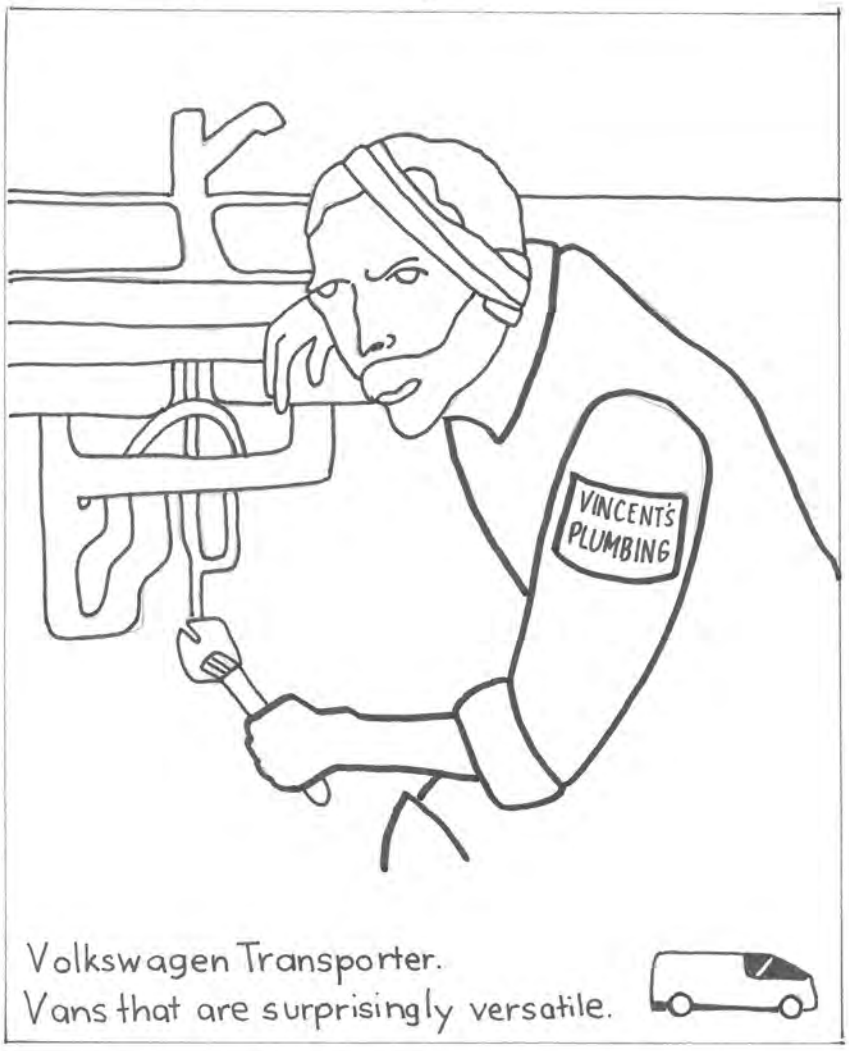
VANS THAT CAN

An integrated campaign for the flexible Volkswagen Transporter where famous Vans show their versatility

Print

"Van Gogh's Plumbing"



Volkswagen Transporter.
Vans that are surprisingly versatile.

Radio 30"

"Shredding Eddie"

HOST: Welcome back and we're joined by Eddie Van Halen, who's going to shred for us live in the studio. Ready when you are Eddie.

SFX: Sound of a paper shredder.

HOST: Mr. Van Halen is of course here to promote his secure document destruction service. Eddie, what made you...[*talk fades out*]

VO: Volkswagen Transporter. Vans that are surprisingly versatile.

Pre-roll

"Van Morrison, IT support"

We open on Van Morrison at a desk in a call centre

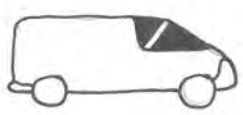
VAN: Hi there, Van from IT. How can I help?

[*Listens*]

Have you tried turning it off and on again?

[*Listens, smiles*]

Always the way. Glad I could help



Volkswagen Transporter

VO: Volkswagen Transporter. Vans that are surprisingly versatile.

SUPER: Volkswagen Transporter.

AWARD SCHOOL
supported by facebook

Brief Number:	10
Topic:	Strategy
Deliverables:	1/ New strategy and brief 2/ Accompanying creative idea
Client:	Caravan Camping Sales
Product:	Motorhomes
Target audience:	Millennials who rent
Key insight:	Millennials are finding it harder and harder to break into the housing market without sacrificing other luxuries like cars and travel.
Proposition:	**The cheapest home.**
Reasons to believe:	• Car and home in one • Enough storage for everything you need • All the luxuries of home • Supports a remote lifestyle

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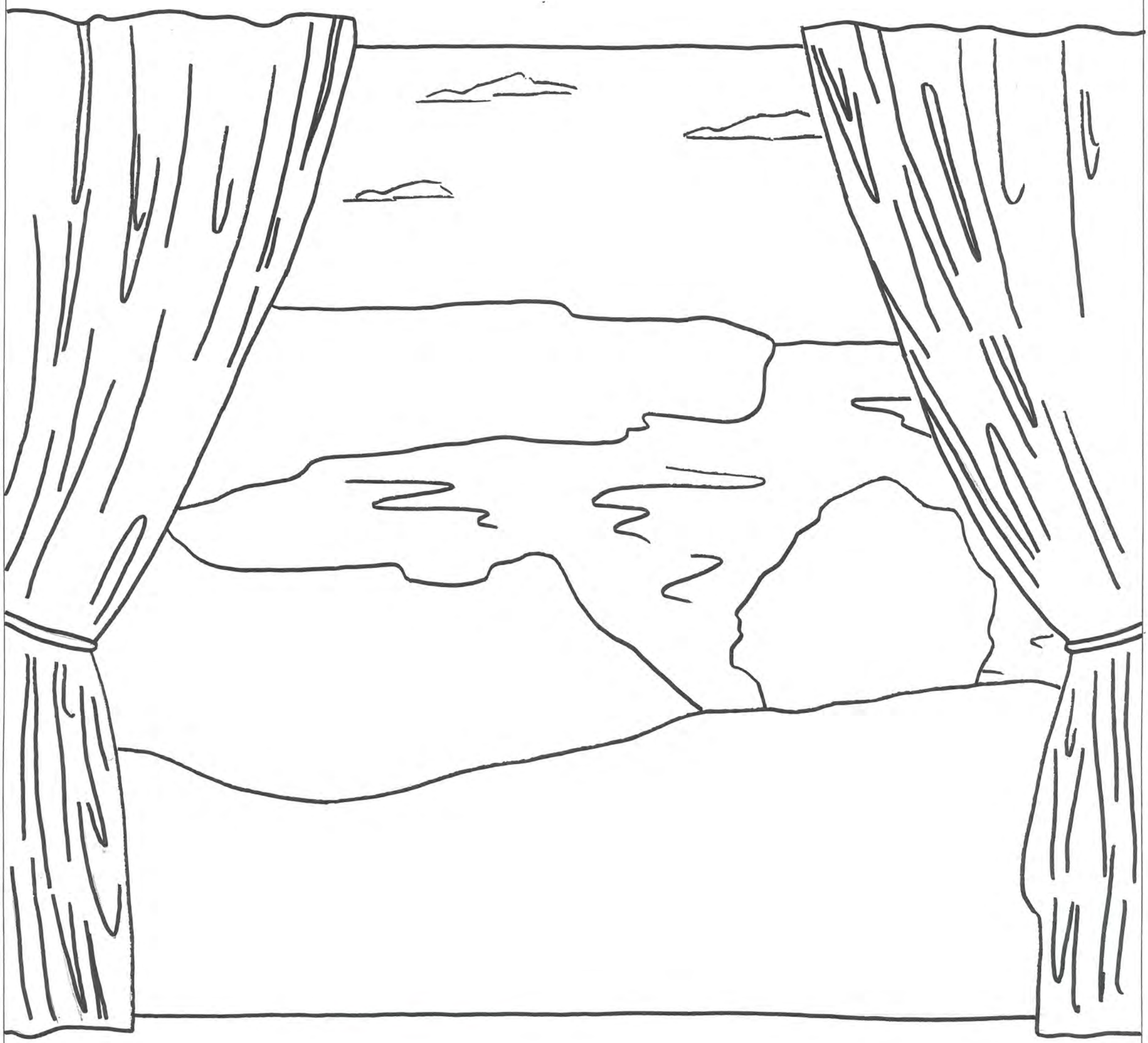
Have your avo toast and eat it too.



caravancampingsales