



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:

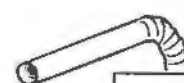
- Handy on-the-go popper carton
- Australia's #1 liquid breakfast is now available in three delicious and on-trend flavour combos
- All the ingredients you'd expect for breakfast - fruit and nuts, milk and oats, with no added sugar.



TO READ THIS POSTER

**EATEN
BREAKFAST
IN THE TIME
IT TOOK YOU**

YOU COULD SAY



**UP&
GO**
blends



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:

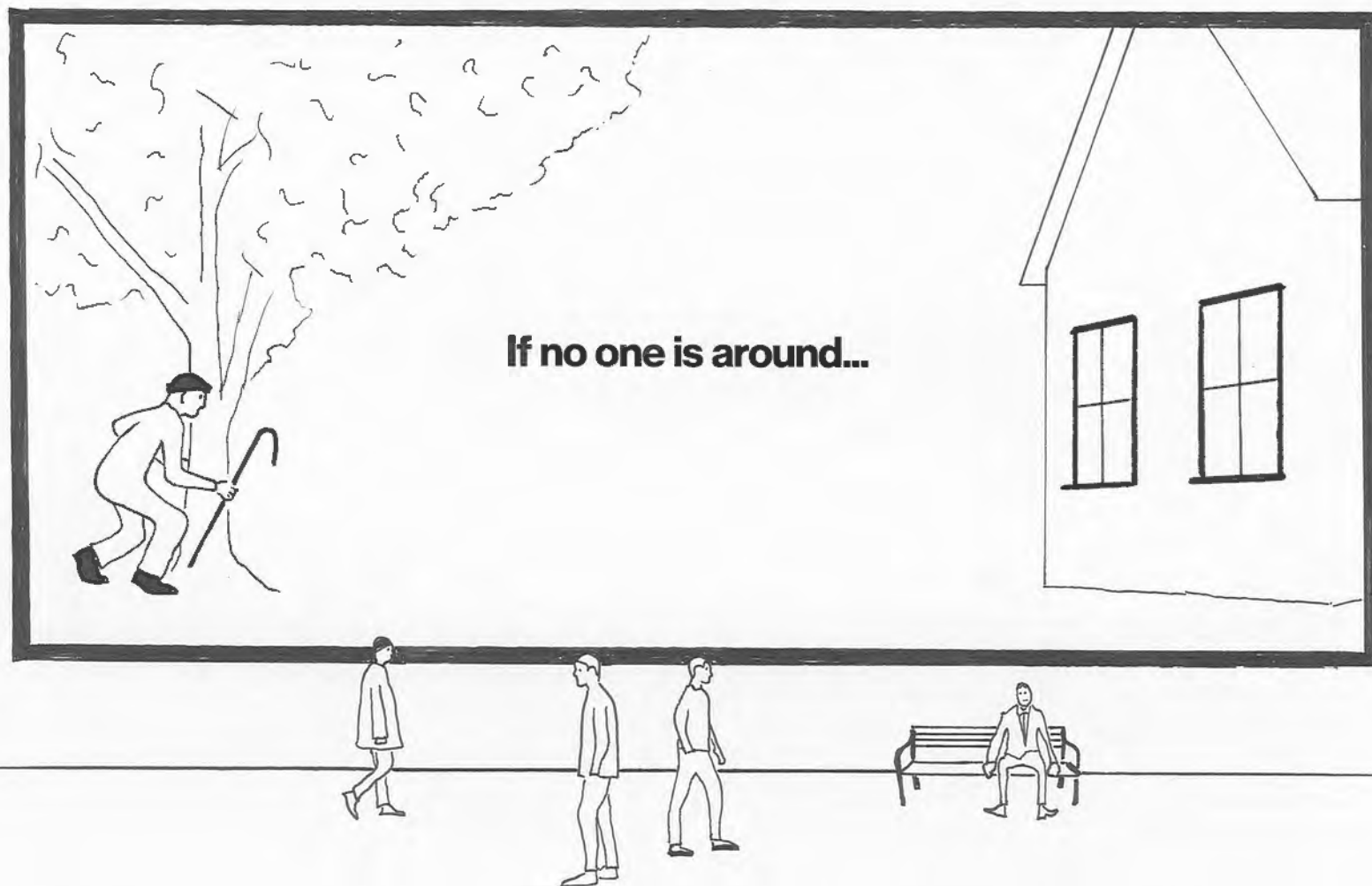
There when you're not

Reasons to believe:

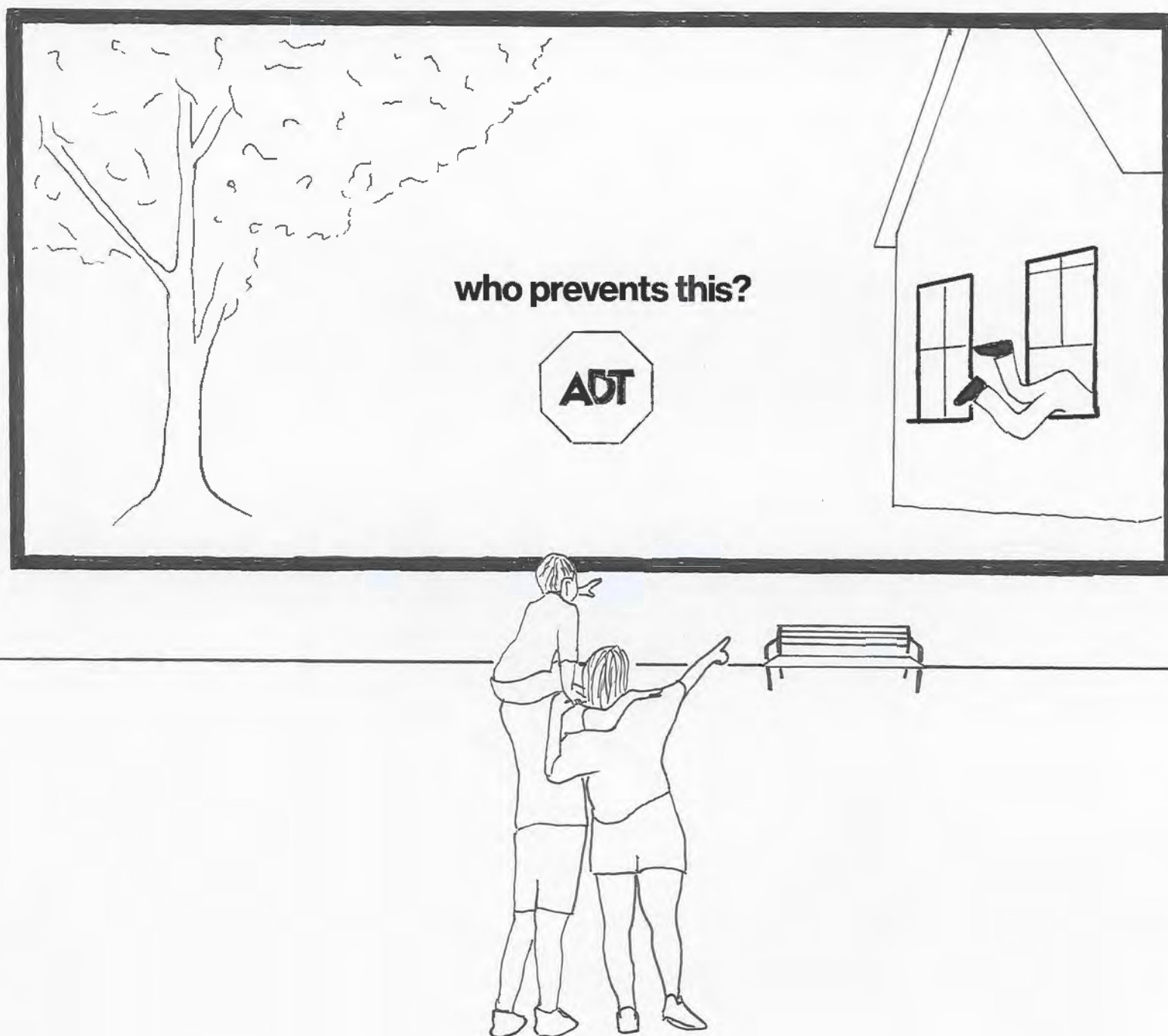
- 24/7 live video stream of your home
- Check in on family or pets to make sure they're home safe
- Arm and disarm your security system remotely
- Turn lamps and appliances on at home, from wherever you are



Motion-sensors detect when pedestrians are close-by.



Intruder strikes when pedestrians move further away.





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



KID 1	My mum makes the best Aloo Matar.
KID 2	Well, <i>my</i> mum makes the best Kapao Moo Grob.
KID 1	Well, <i>my</i> mum makes the best Unagi Nigiri.
KID 2	Well, <i>my</i> mum...
MUM	Kids! Dinner in 4 minutes.
KID 1	OK, Mum.
VO	As times change, so do the dinner requests of our children.
SFX	*Doorbell*
SFX	*Plates hitting table*
KID 1	[Chewing food] See? My mum makes the best Confit de Canard.
KID 2	Well, <i>my</i> mum makes the best...
VO	But with Uber Eats, you'll never stop delivering.



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

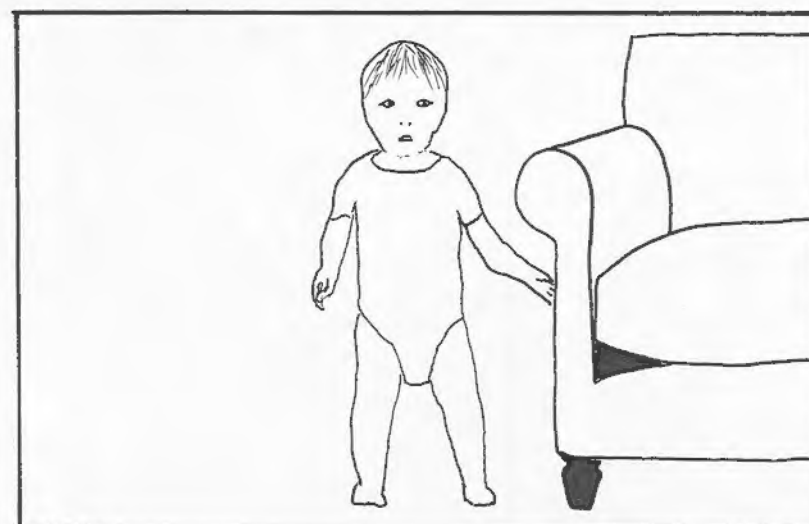




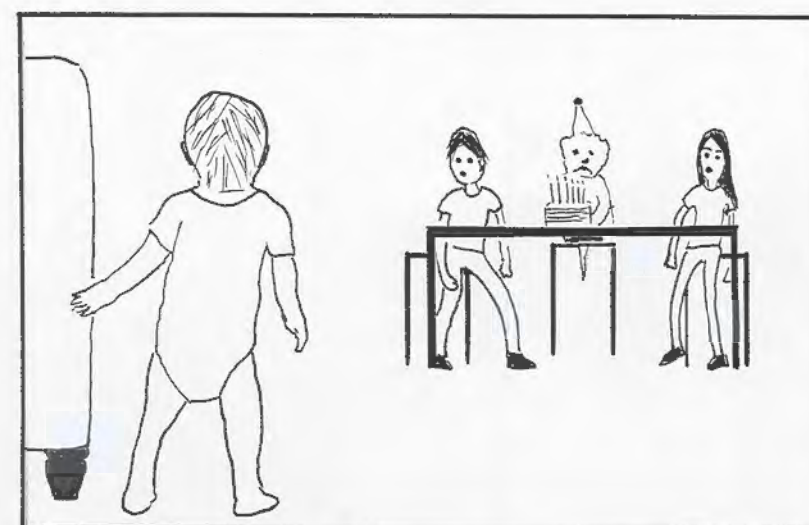
PARENTS: Happy birthday, dear Rosie.
Happy birthday to you!
Hip hip, hooray!



VO: Don't you think it's weird that it's
compulsory to vaccinate a dog...



VO: but not your child?



**PROTECT YOUR OWN.
IMMUNISE.**



Australian Government

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.

Make your points actually worth something.

Donating money to young offenders isn't popular – yet many consumers carry rewards cards that they don't find valuable.

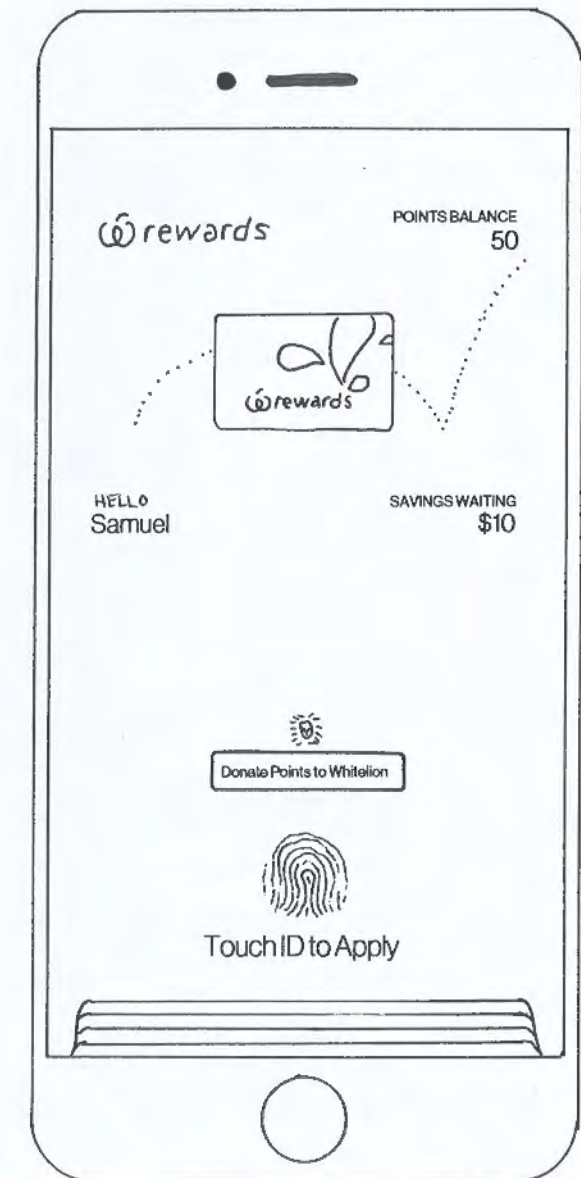
Whitelion accumulates Woolworths Rewards point donations nationally and turns them into food hampers.



**Sponsored
Instagram Ad**



**Users can scan their card
with their devices camera...**



**...or donate via
their digital wallet**



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





TWO DOLLAR SHAVE CLUB

We're affordable... so pay twice... and shave a mate.

We all have a mate with a terrible beard.
Two Dollar Shave Club is a campaign by D.S.C. that helps our customers' scruffy mates realise the importance of good grooming.

<https://www.dollarshaveclub.com/twodollarshaveclub>

**TWO DOLLAR SHAVE CLUB**

How does it work?


Upload a photo of your mate's terrible beard and we'll let the public judge it.

We'll consolidate polling results from Instagram, Facebook and Snapchat.

If the people say "shave", you'll pay twice on your next month's subscription, (not that you'll even notice) and your scruffy mate will get his hands on an awesome grooming pack from D.S.C.

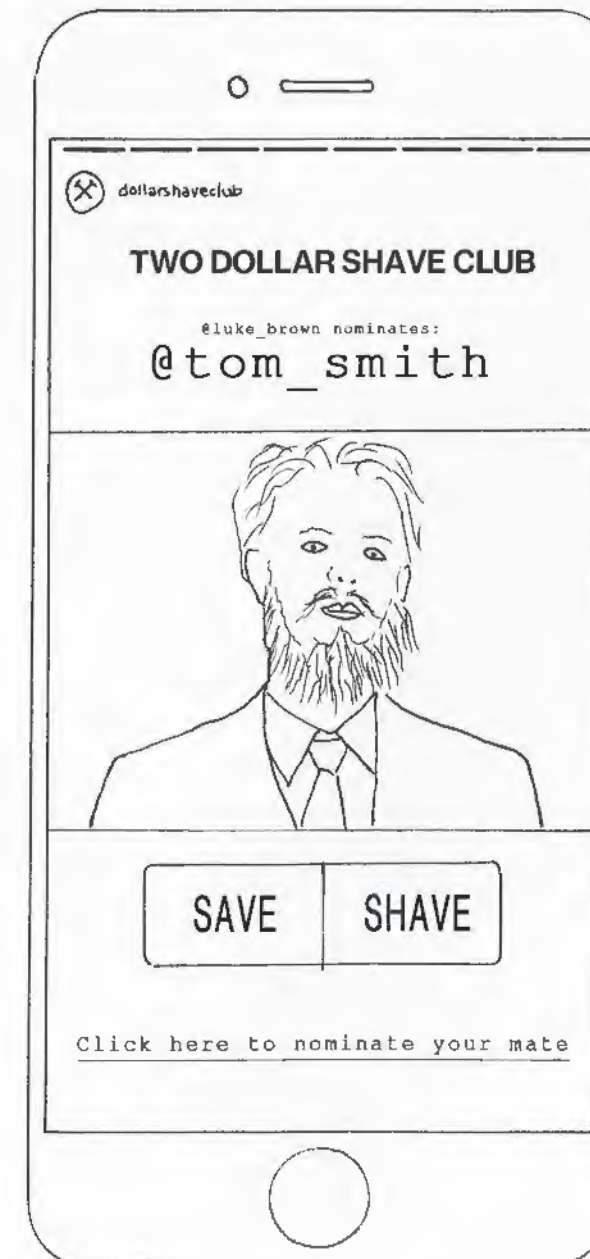
Upload a clear image of your mate's beard:

Link your social media:   

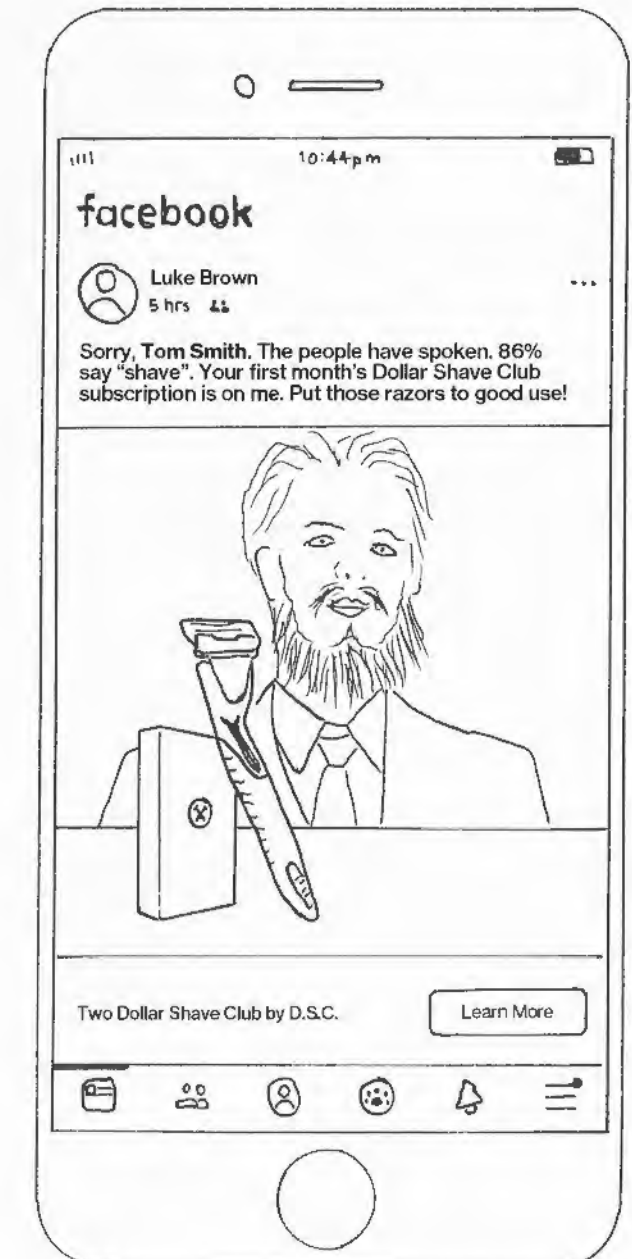
Link your mate's social media:   

Enter your mate's address:

Campaign Microsite



Instagram Story Poll



Facebook Results Post



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





CommBankWinterAid

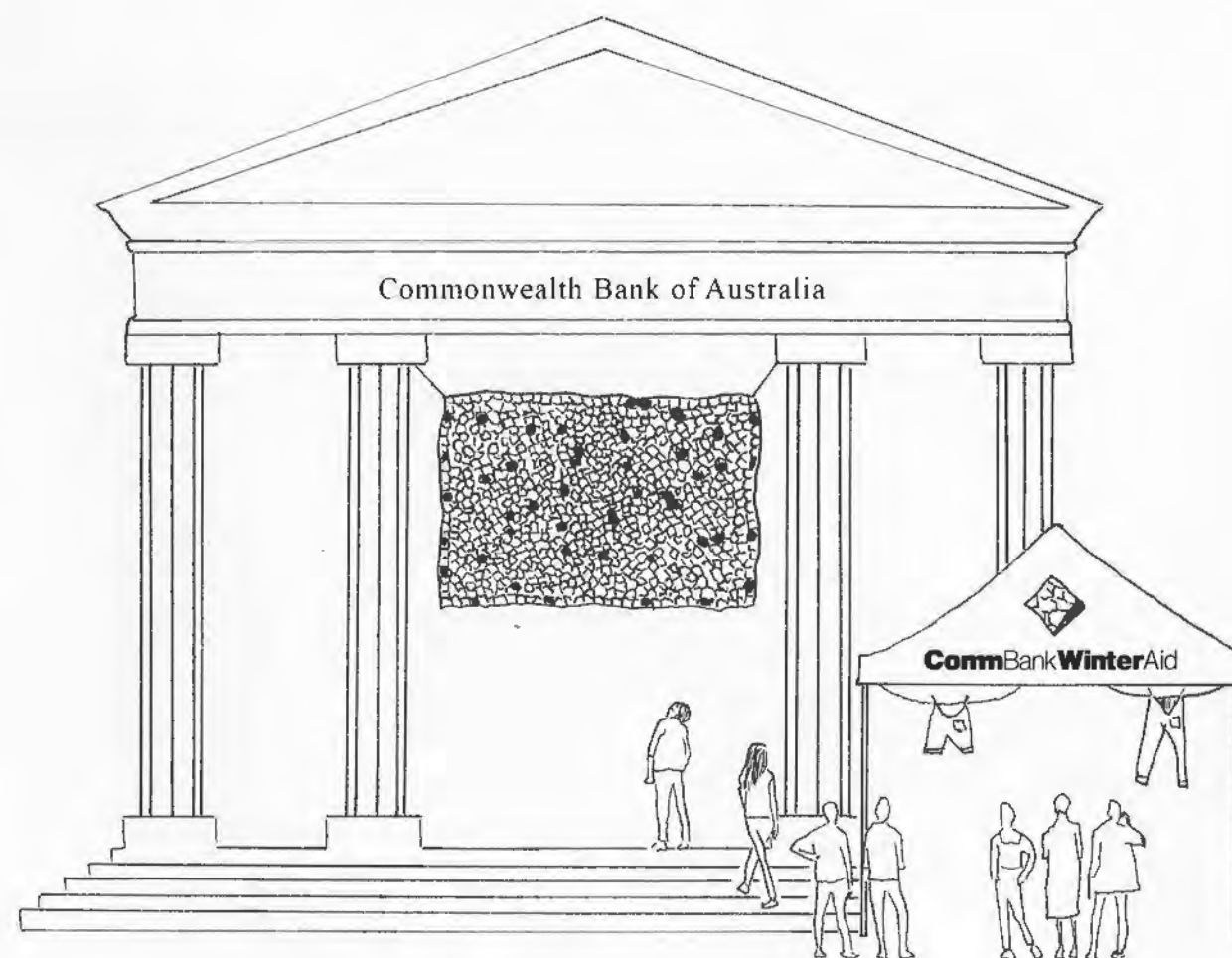
Apple Pay has eliminated the need for a back pocket.

For every customer that donates one, CommBank provides a quilt to a person or family in need.

CommBank & Apple Pay – smoothing out the lives of all Australians during our coldest months.



1 Customers are encouraged to donate when using Apple Pay.



2 Donated pockets are sewn into a patchwork quilt to display how many customers have donated at that branch.



3 Tailors replace customers' back pockets with a donor's patch.



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



INSIGHT:

Aussies love throwing a sickie as we can't cash-in unused sick days for money or leave.
But sick days cost employers \$340 a day, substantially more than the average Tigerair flight.

IDEA:

The **Flights for Sickies** Incentive Program


Australian Government
Tax file number declaration
This declaration is NOT an application for a tax file number.
This declaration is for use by employers and must be printed clearly in BLOCK LETTERS.

Australian Government
Superannuation
Standard choice form

ato.gov.au
Section A: To
1 What is your tax
file number (TFN)?
For more
information, see
question 1 on page
of the instructions.

2 What is your
Surname or first
name
First given name
Other given name
3 If you have
provide
4 What is
5 What is
Suburb
State

Sec
1
2



Tigerair's **Flights for Sickies** is an incentive program that combats absenteeism.

By law, your employer can't exchange your unused sick leave for a bonus payment or extra annual leave.

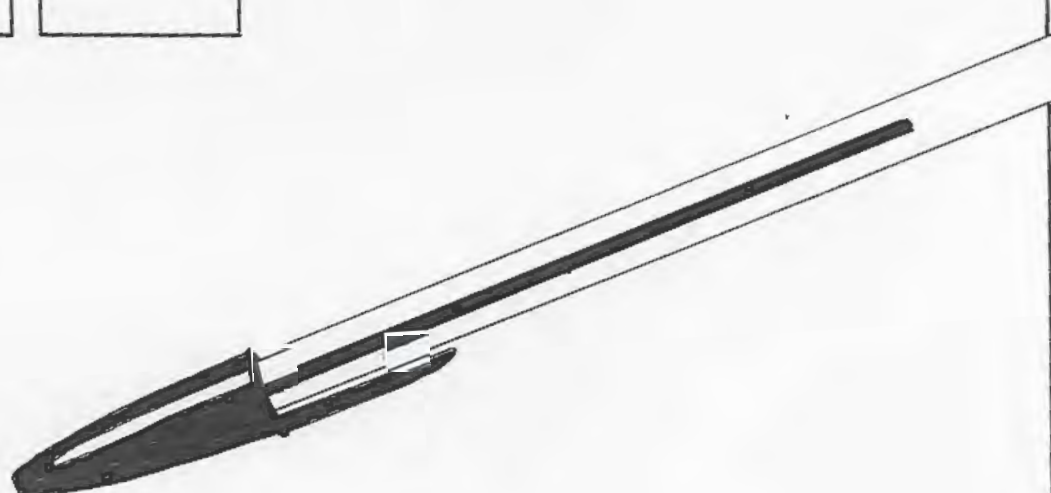
However, this program allows you to cash-in unused sick days for Tigerair flights to anywhere in Australia.

Flights for Sickies is not designed to take away your valuable sick leave.

Instead, it's to encourage employees to trade a mid-week day off on the couch pretending to be sick for a memorable weekend away with friends or loved ones.

☐ I would like to join the Flight for Sickies program

Signature _____ Date _____





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

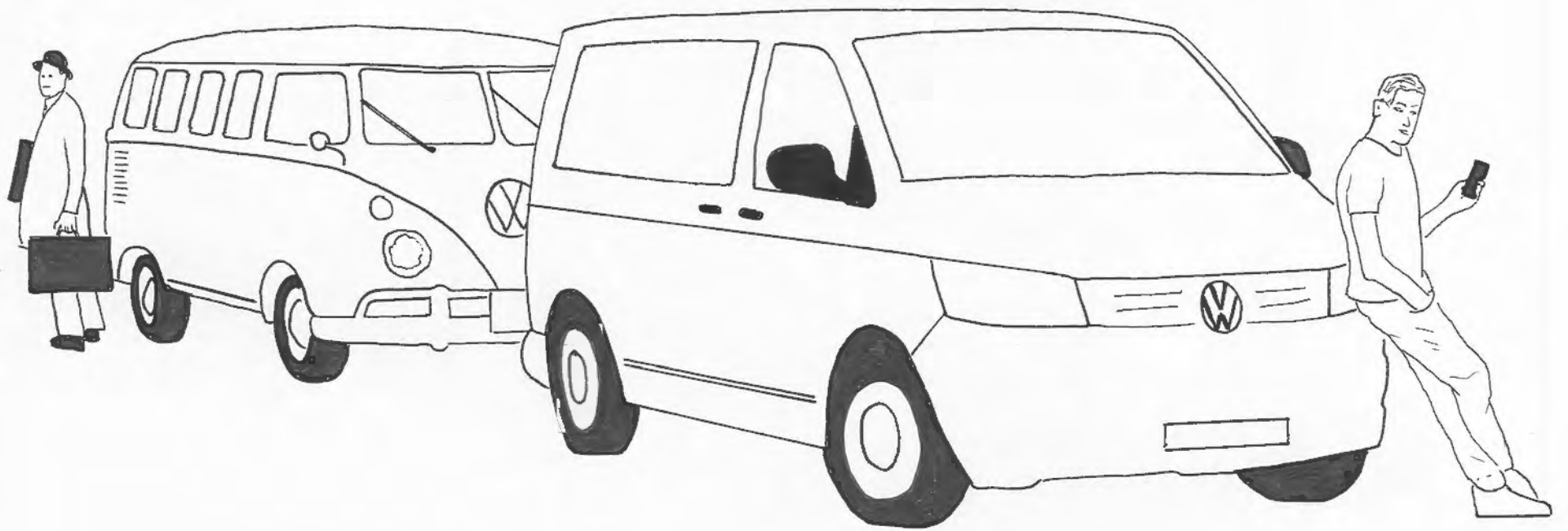
Key insight: Business owners are always seeking and capitalising on opportunities as they arise. They need a vehicle that can tackle anything business life throws at them.

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

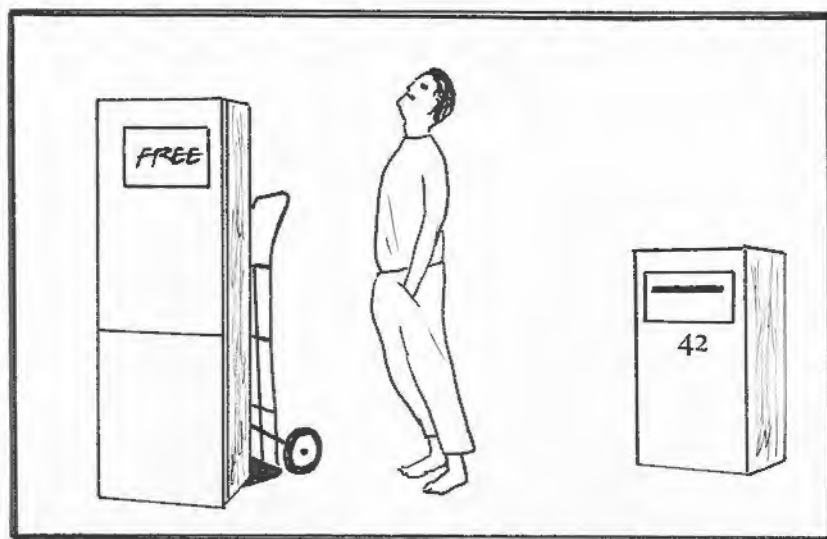




Adapt.

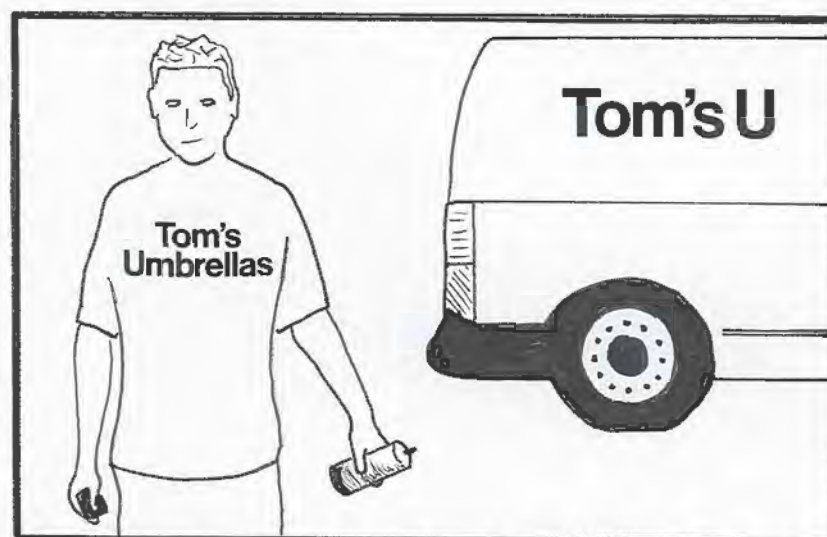
As your business needs evolve, so will your **Transporter.**



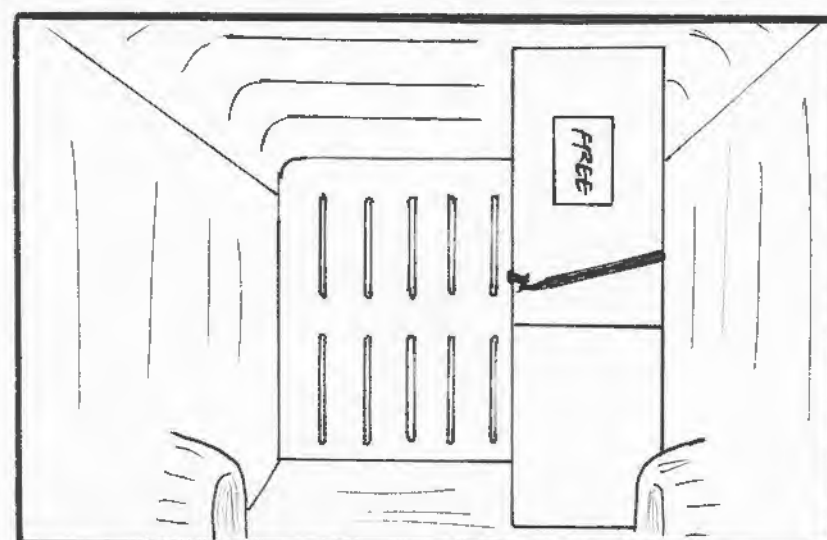


Annoying neighbour wheels old fridge to curb.

NEIGHBOUR: 100 days without rain.
Who'd have thought?



Man stencilling his van forces a fake smile.



Inside van as it drives.



VO: Adapt to the challenges of small business



VO: with Transporter.



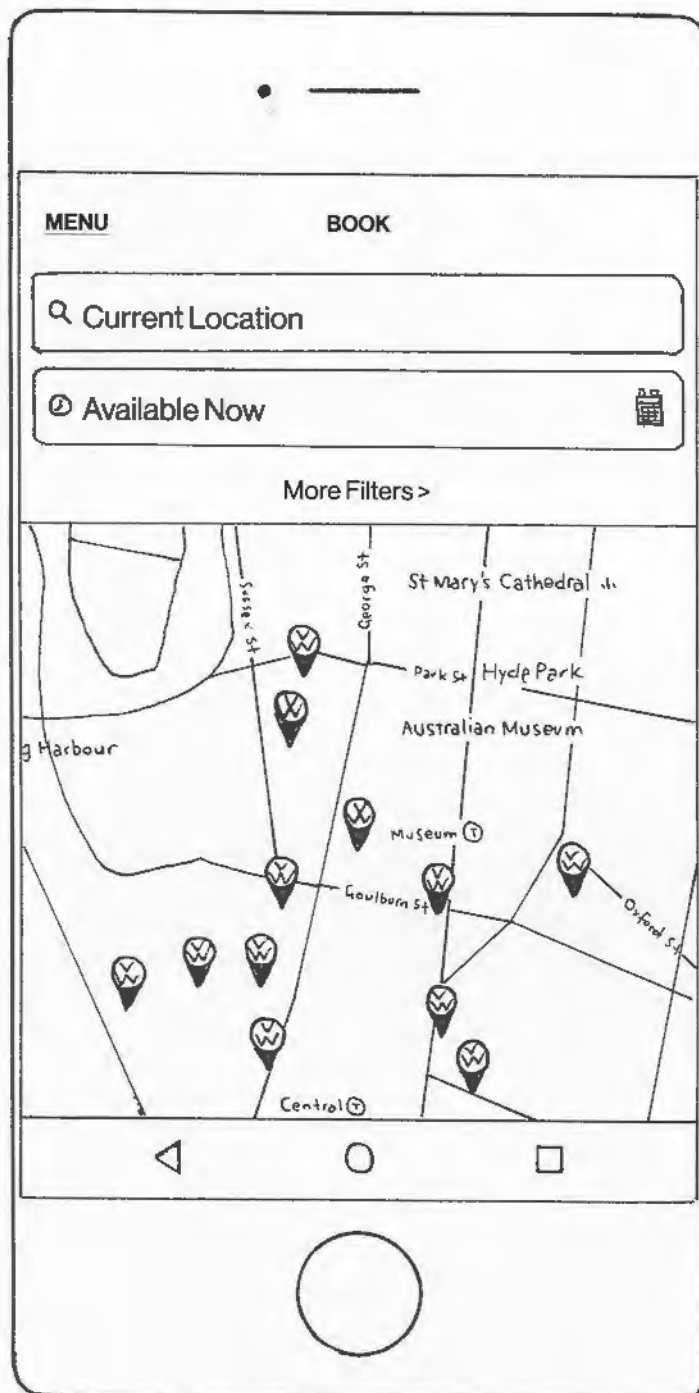
VanStarter App

Starting a new business?

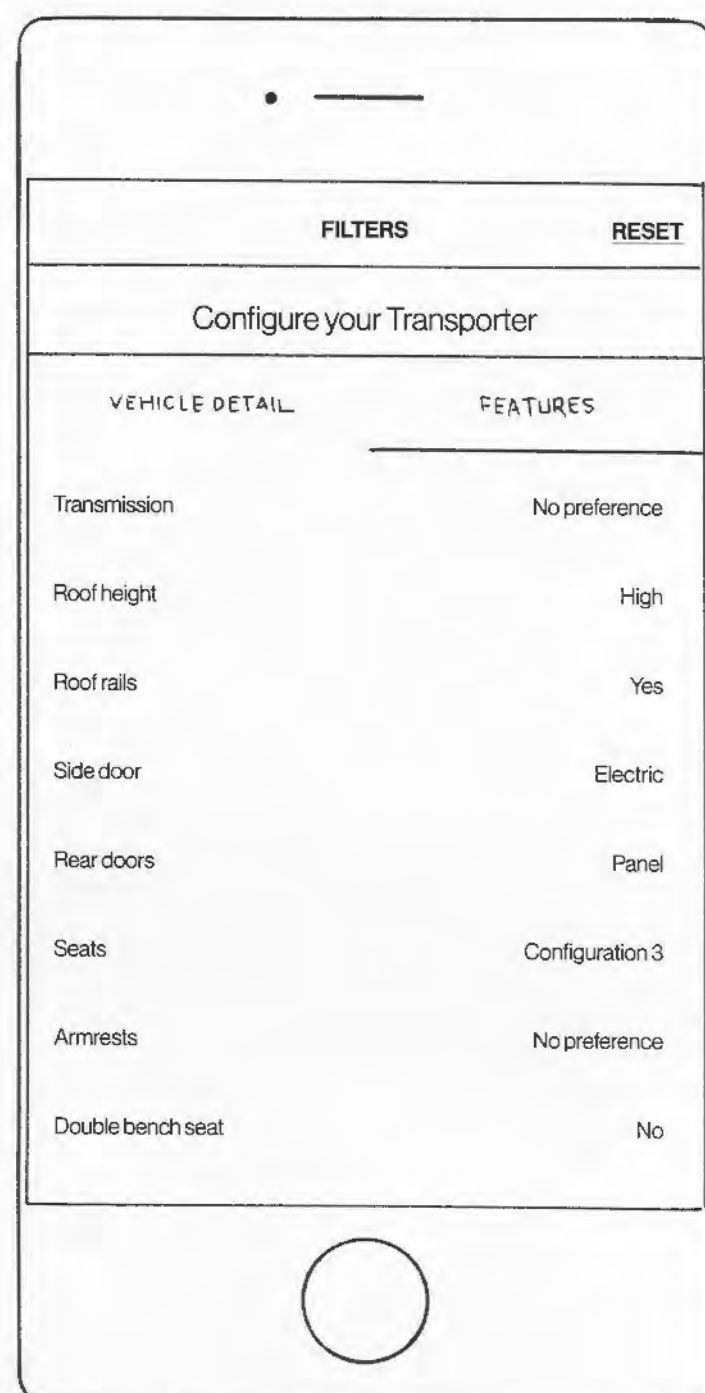
Adapt with Volkswagen's VanStarter.

VanStarter is a van share service for new small businesses that may not yet have the finances in place to purchase a van outright. Free for 1 month, Volkswagen provides the van while the user pays only for fuel.

To qualify, the business simply needs to be registered, less than 3 months old and employ 3 staff or less.



The Van Starter app locates
Transporter vans in the local area.



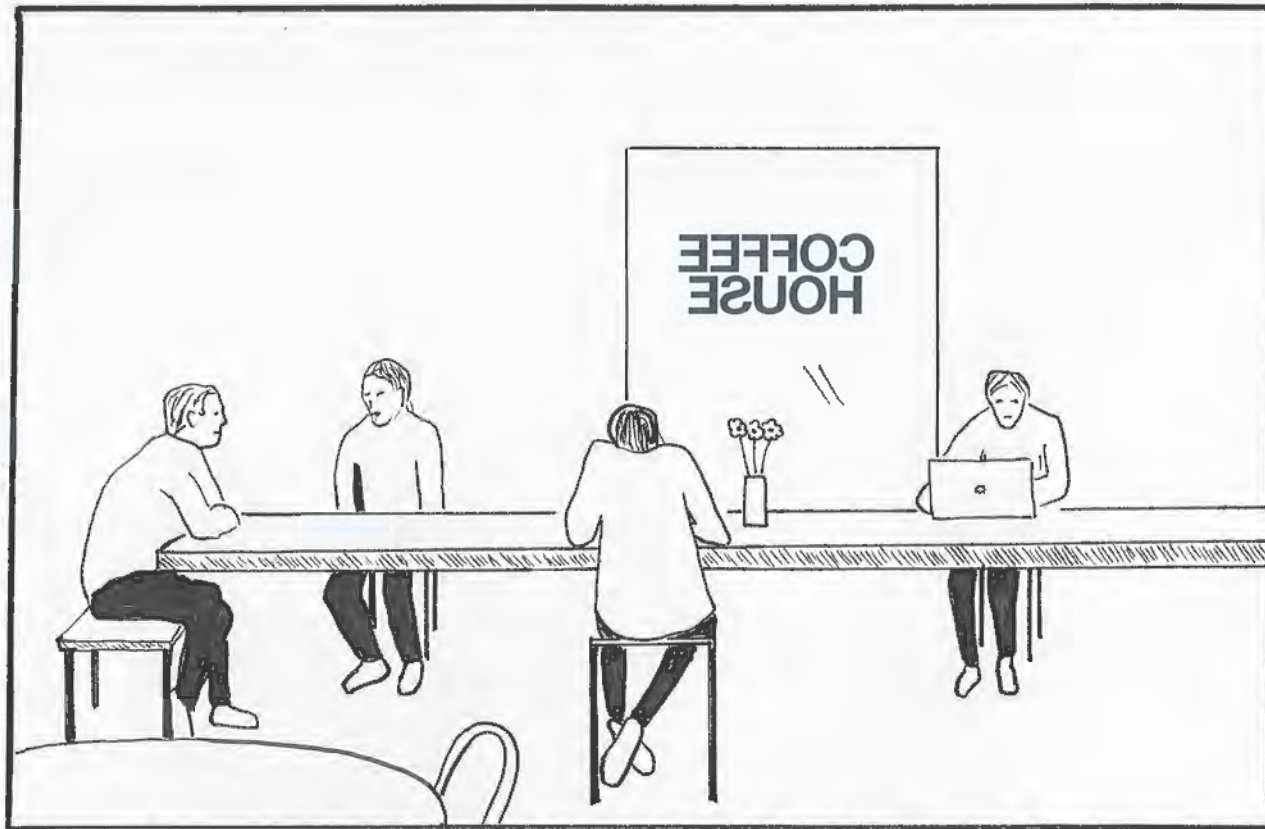
Each Transporter is configured differently
to cater for a variety of industries.



CREATIVE BRIEF

Brief Number:	10
Topic:	Strategy
Client:	Crocs
Product:	Classic Clog
Target Audience:	Young adults
Key insight:	Crocs have an 'uncool' reputation amongst young adults, but many of today's fashion trends were uncool for a long period of time (e.g. Birkenstock and New Balance).
Proposition:	Inevitably cool
Reasons to believe:	<ul style="list-style-type: none">• Incredibly light and suitable for many occasions• Over 100 colours and graphic designs• Ventilation ports add breathability and help water and debris drain away

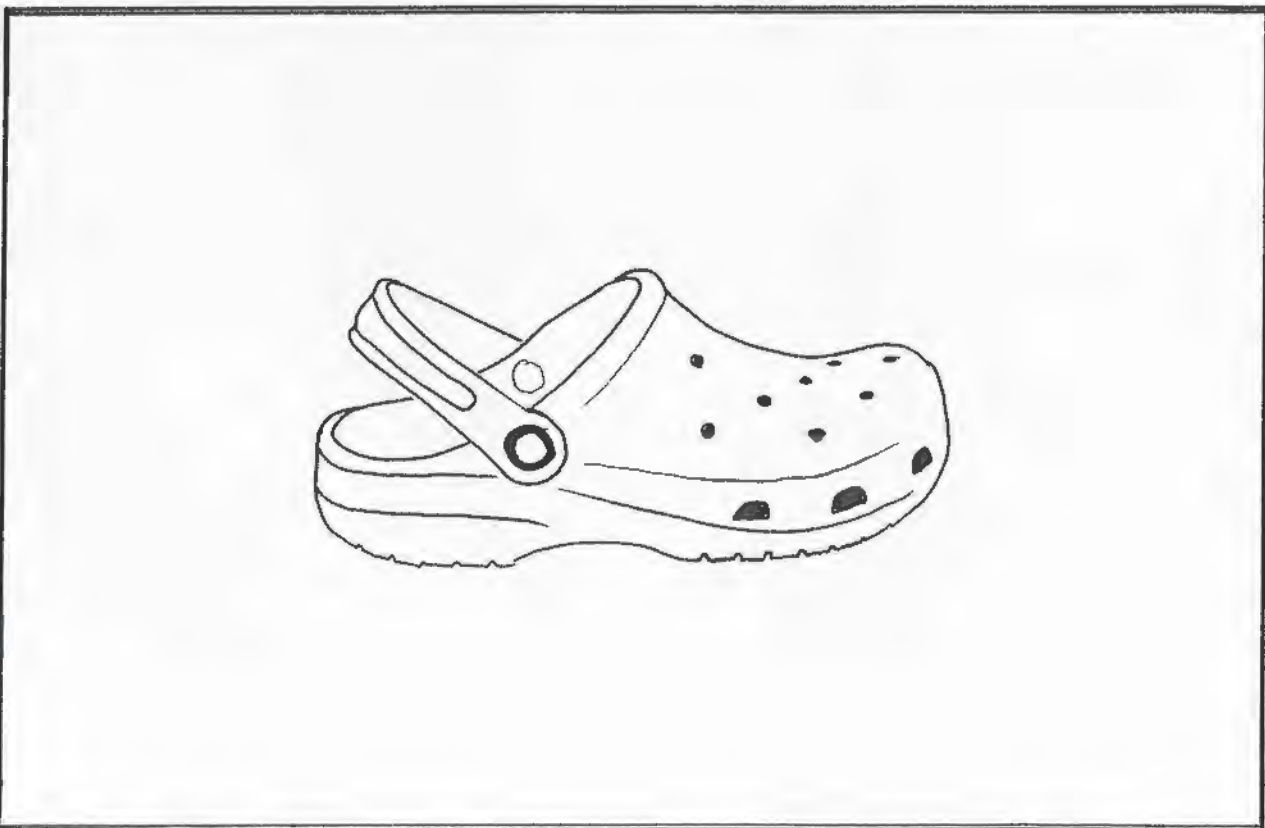




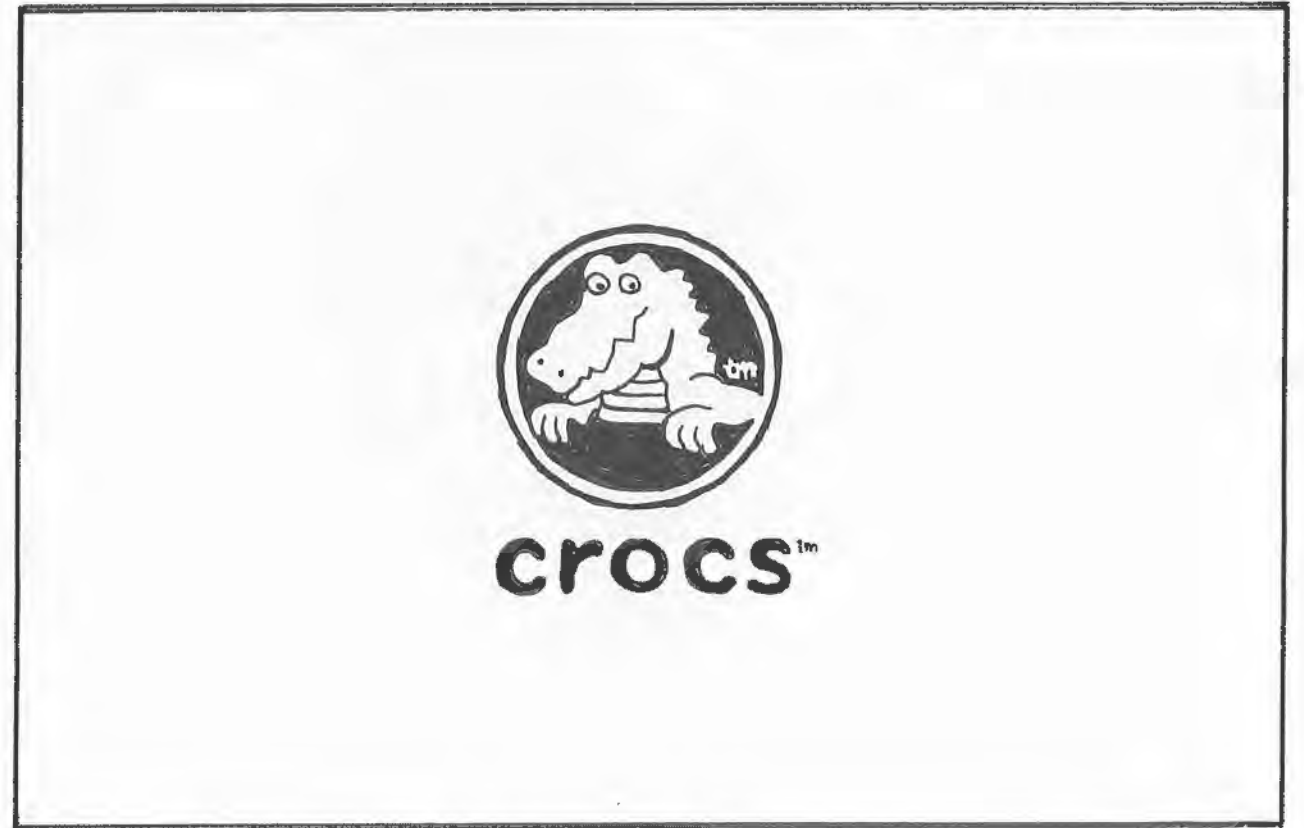
VO: Remember when default ringtones were the most uncool thing ever?



SFX: Default iPhone ringtone.
Everyone in cafe checks their phones.



VO: Get on the front foot.



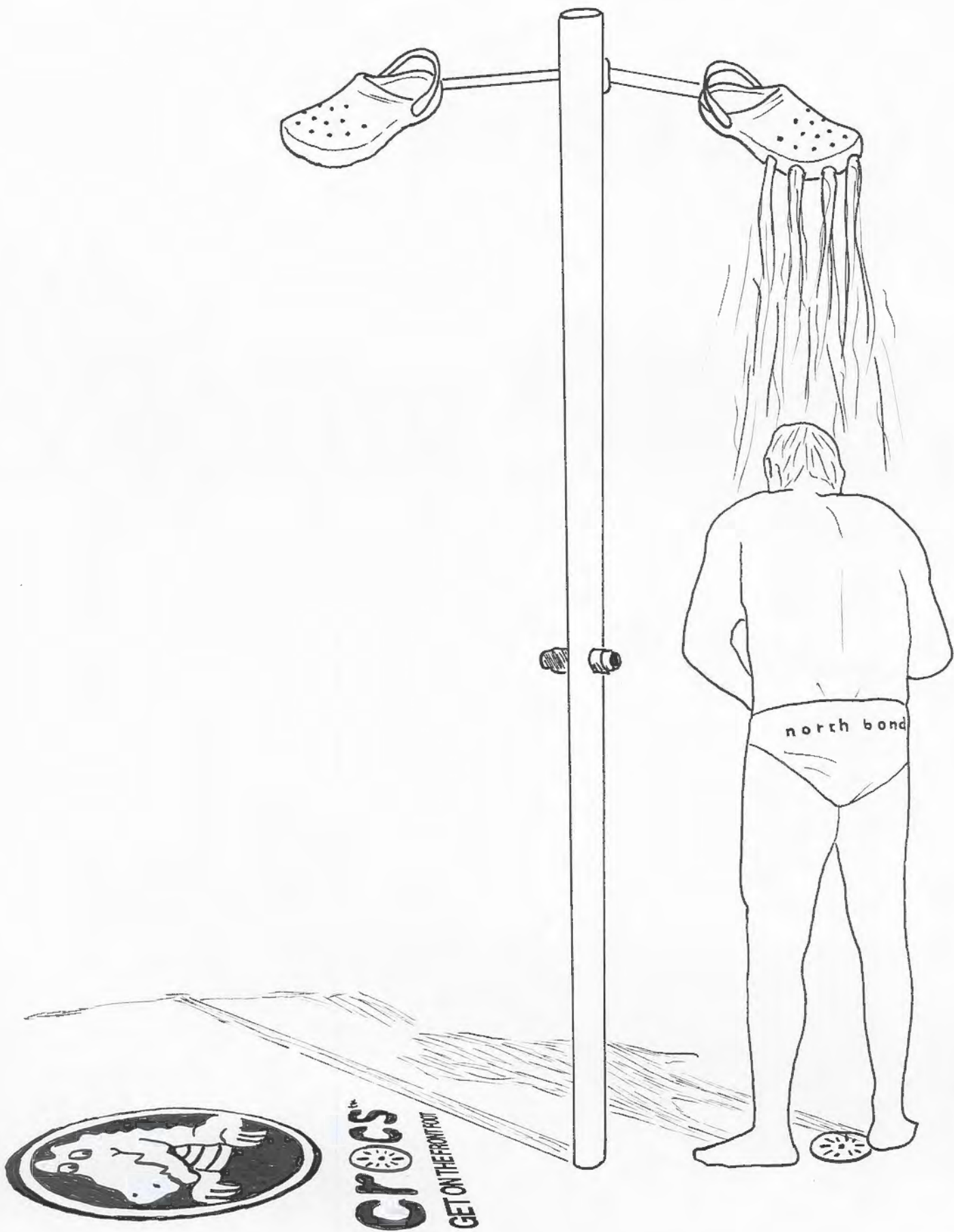
Once *they*
think we're cool...



...it's too late.



GET ON THE FRONT FOOT



Be Cool.