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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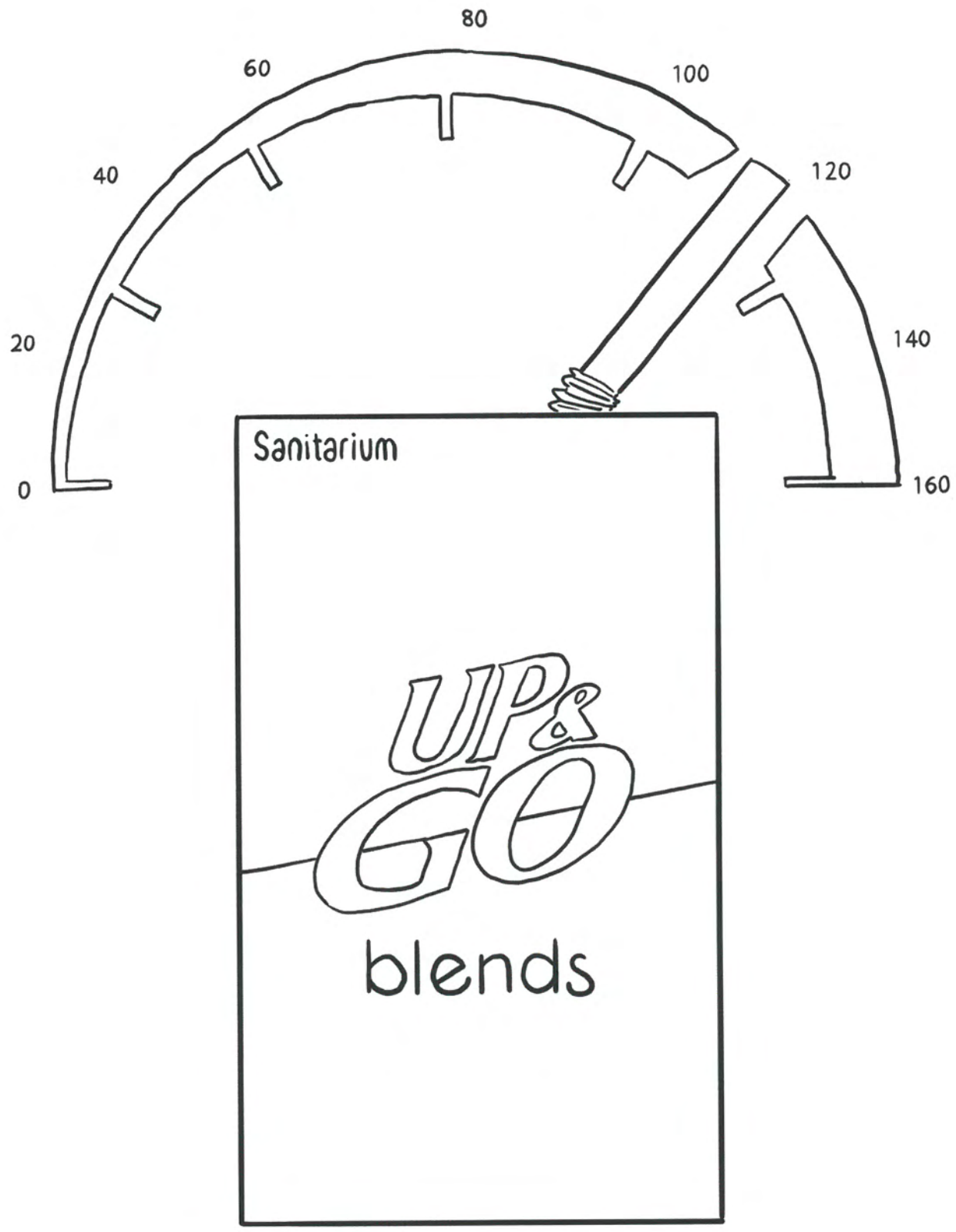

Speed up your morning.

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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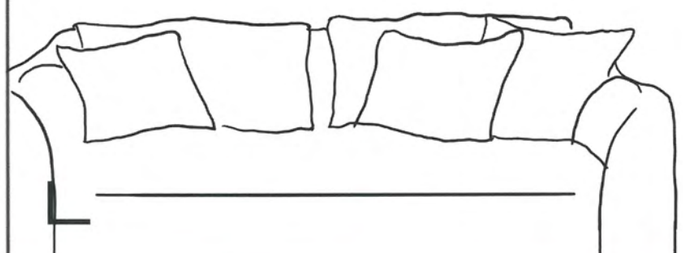
REALLY REMOTE CONTROL



INTERACTIVE HOME SECURITY,
HOWEVER FAR FROM HOME

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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SILLY CANOE THINGS.

30' Radio Script

We overhear a couple discussing travel plans.

OLD MAN: Italy? ITALY? Honey, you know how I feel about Italy.
We'd have to fly. There's not enough legroom, I never get an armrest...

WIFE: ...And they always lose our bags.

OLD MAN: I can't stand uneven cobblestone streets. I don't like the naked statues, stupidly loud singing...

BOTH: ...and those silly canoe things.

Tone noticeably shifts.

OLD MAN: I reckon the best part about Italy is probably... fet-a-chee-ney.

BOTH: mmm, fet-a-chee-ney.

VO: Ubereats. Enjoy the things you love... without the bits you hate.

Pictured: silly canoe thing

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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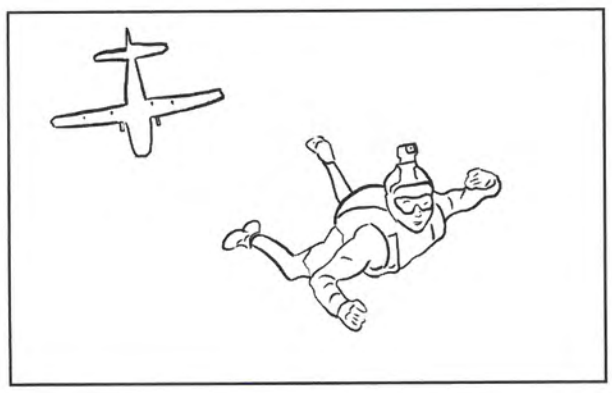
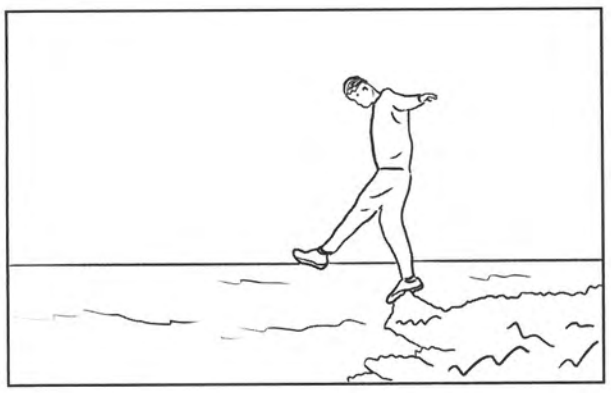
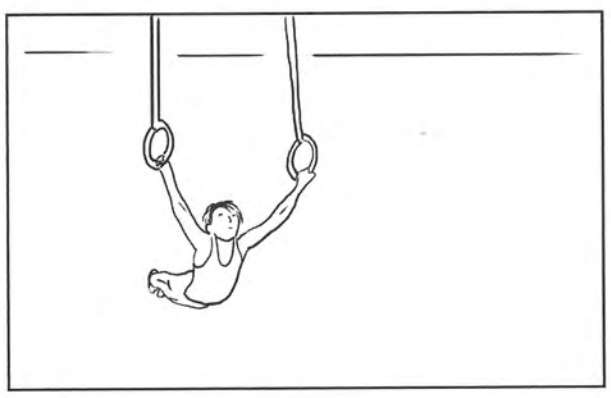
LIFE'S RISKY.



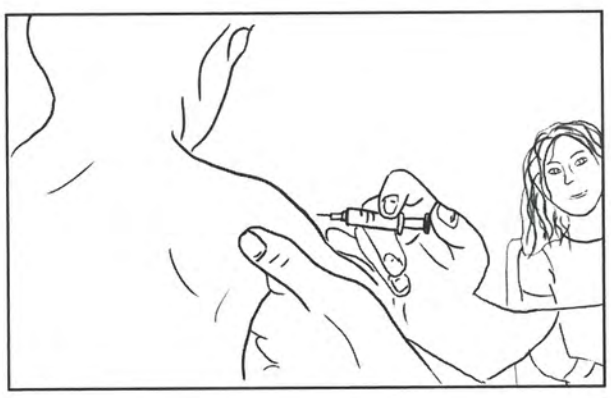
Frame one:
VO: Our Luke went skydiving at 55, for the very first time.



Frame two:
VO: He sent us the perfect photo at 28, from the edge of a cliff.



Frame three:
VO: He tried acrobatics at 14, since he'd begged and begged...



Frame four:
VO: ..all because, when he was 6 months, we did this.

THEY'LL RISK THEIR LIFE.
DON'T DO IT FOR THEM.

Frame five:
VO: They'll risk their life, don't do it for them.

Australian Government

VACCINATE YOUR KIDS TODAY.

Frame six:
VO: Vaccinate your kids today.
Authorised by the 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.

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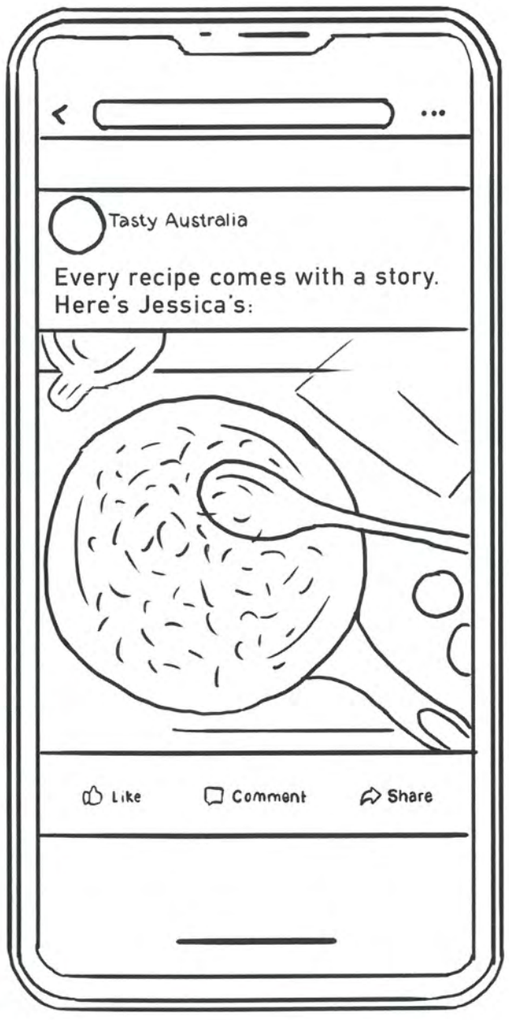
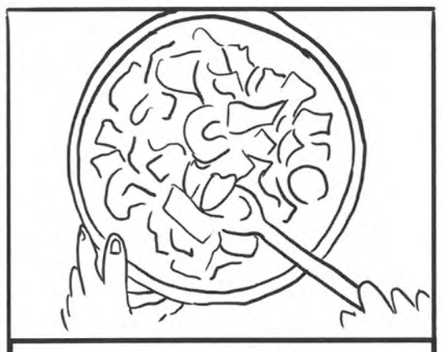
A RECIPE FOR DISASTER.

Mums waste a lot of time watching recipe videos on Facebook.

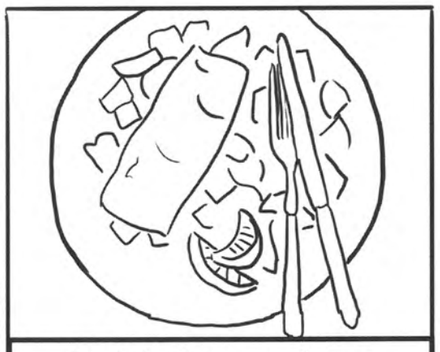
By partnering with Tasty, Whitelion is hijacking food recipe videos to showcase victims of circumstance.
Each video is an opportunity for mothers to understand the reality behind young offenders
and the impossible choices that face them.



I used to cook this for Mum



when she was too drunk to feed us.



I wish she was there when I needed her.

TASTY proudly partnered with WHITELION

SOMETIMES, THE WRONG CIRCUMSTANCES LEAD TO A RECIPE FOR DISASTER

HEAR THEIR STORIES DONATE

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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HAND TOOL TAKEOVER.

Men love hand tools.

There are over 393,969 listed online but they're expensive. Luckily, Dollar Shave Club offers another option: a hand tool for your face, that's cheap.

By purchasing targeted SEO search terms on popular online stores, we're challenging men to choose quality razor subscriptions instead of the hand tools they're searching for.

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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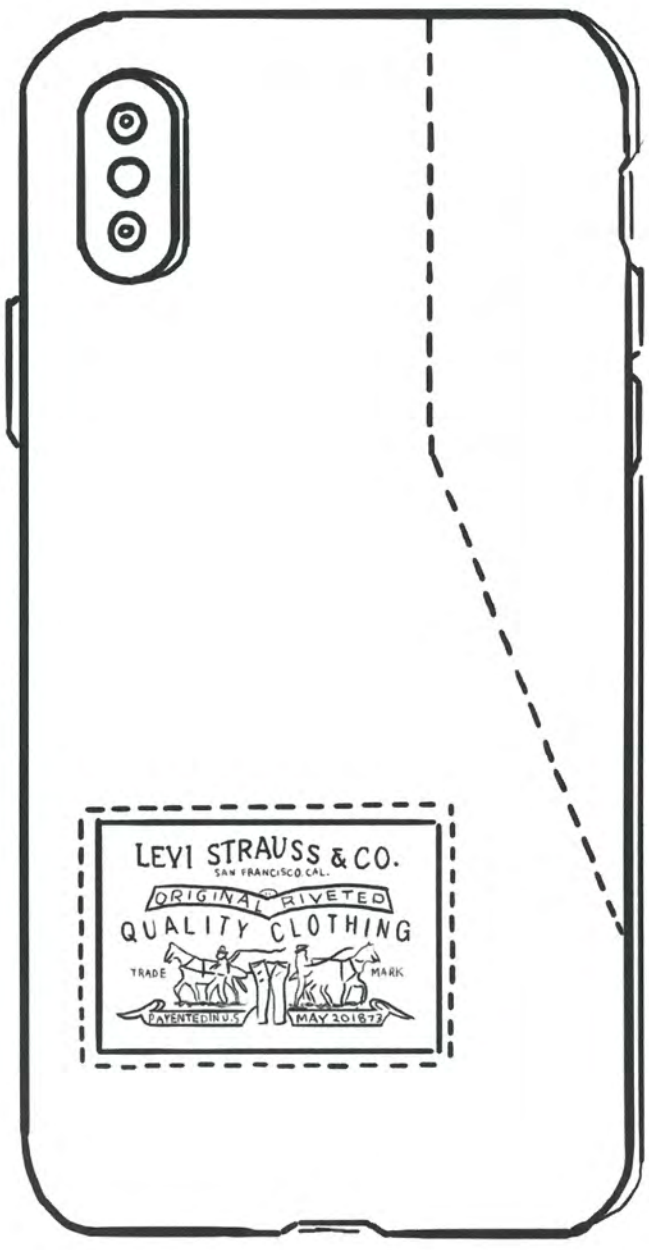
Commbank cargo-less collection.

Thanks to Apple Pay, we're living in a cargo free world.

To celebrate the end of the wallet era, CommBank is closing the chapter on cargo pants and their hideous pockets, with the release of the cargo-less collection.

The collection will launch with a range of limited edition, slimline cargo pants featuring one single iPhone-sized pocket. The 'missing' pockets are converted into iPhone cases, to protect the last remaining precious cargo.

The full collection will be available for purchase exclusively via the Apple Pay app.



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 daycare

No parent wants to miss a moment of their kids' lives, but have you ever stopped to think about what you're missing in your own?

Introducing: TigerAir Daycare, a service operated over school holiday periods across Australia, allowing parents to book a trip without their kids.

This initiative will designate 12,000 hours of daycare rebates each day over the school holidays, allowing parents to book an overnight getaway with TigerAir.

Because sometimes all you're missing, is a little time to yourself.

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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Small business **for sale.**

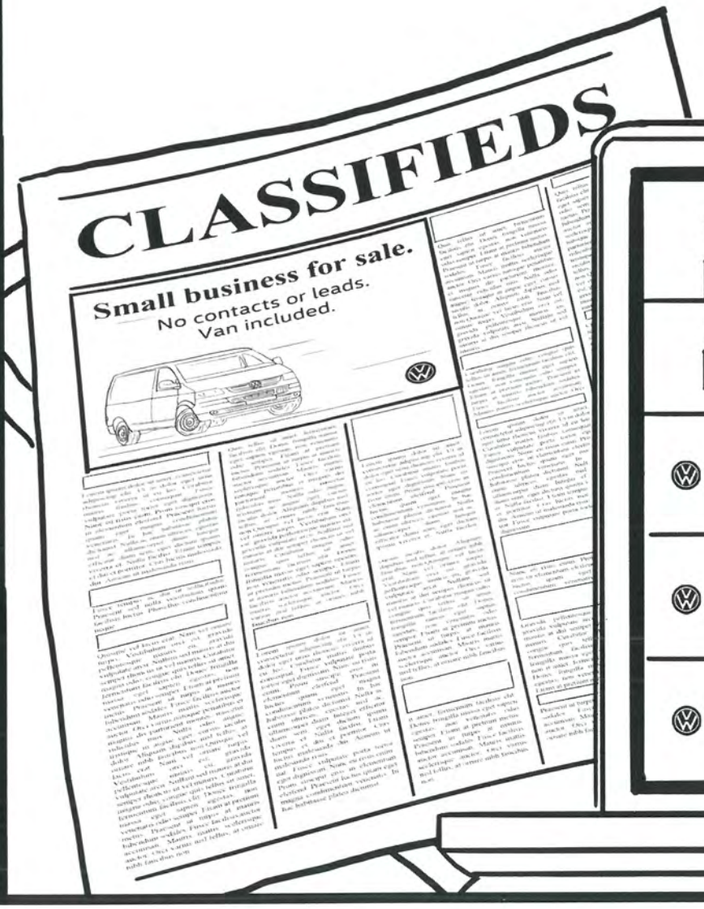
A versatile VW transporter van is a business on wheels. So, we'll market them as just that.

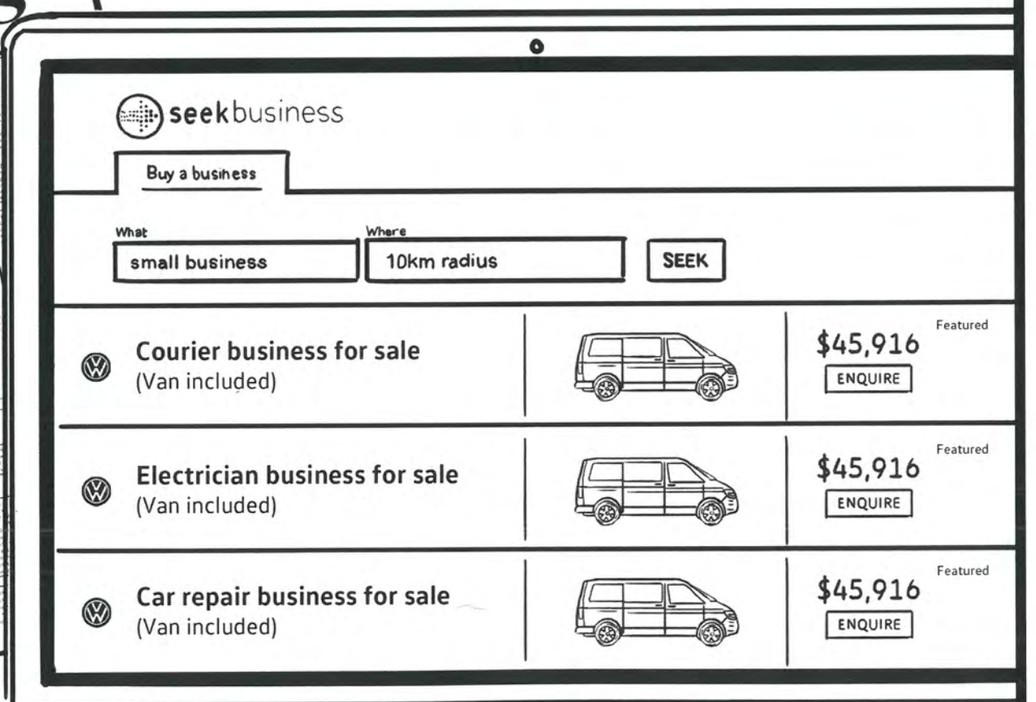
We'll launch an integrated campaign listing small businesses for sale, across a wide range of industries... van included.

By taking over thousands of seek.com.au business listings, classified ads and mock real estate signage outside VW dealerships, we'll prove that a VW transporter van isn't just versatile, it's the business.

Plumbing business.

Inquire within.





AWARD SCHOOL | supported by facebook

CREATIVE BRIEF

Brief Number: **10**

Topic: **Strategy**

Deliverables: 1/ New strategy and brief
2/ Accompanying creative idea

Client: Youfoodz

Product: Ready meals

Target audience: Truck drivers

Key insight: Many truck drivers struggle to find time to exercise and stay in shape with the majority of their days spent sedentary behind the wheel.

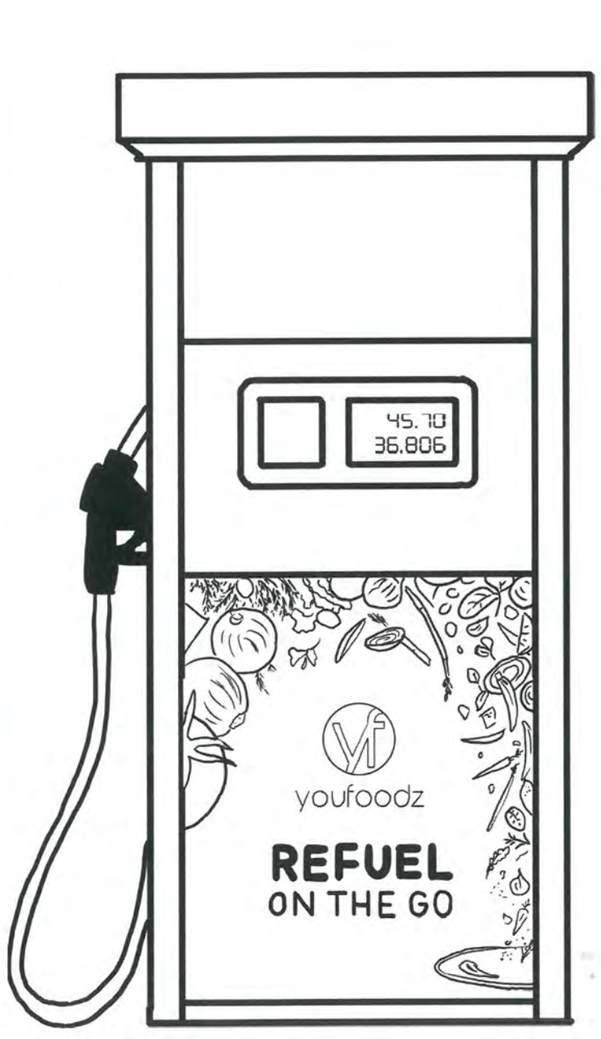
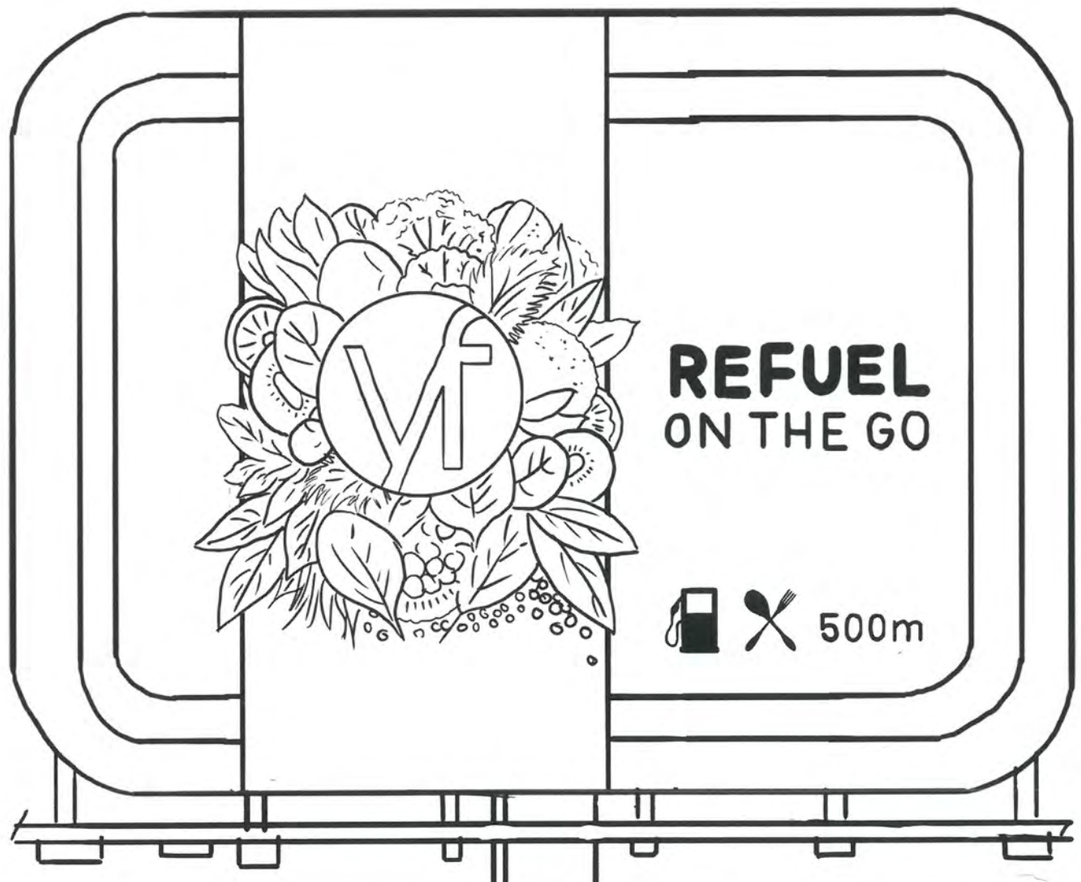
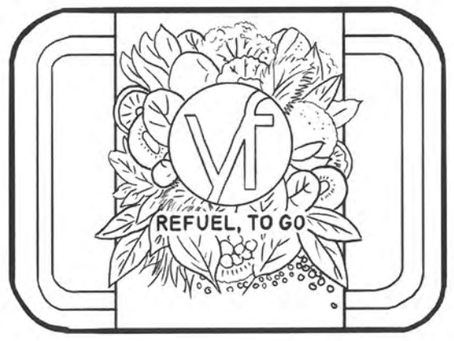
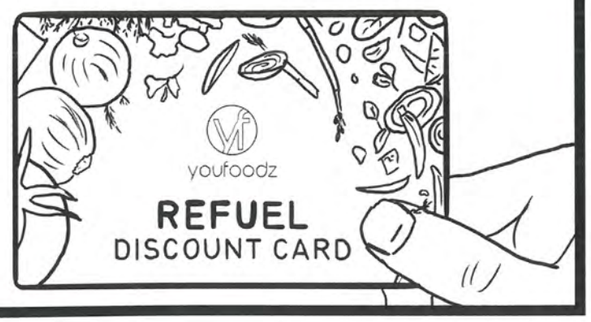
Proposition: **Youfoodz is the easiest way to stay healthy.**

Reasons to believe:

- Youfoodz are the leading retailer for healthy meals on the go.
- Truck drivers on average have a 13% higher risk of obesity compared to other Australian professions.
- Recent statistics outline that only 8% of truck drivers exercise routinely.
- Long-haul truck drivers often experience diet-induced health hazards, due to lack of nutritious food available whilst on the road.

refuel
by youfoodz

Truck drivers know how important it is to refuel on the job.

However, petrol stations across the country are swarmed each day by hungry truckies, choosing convenience over health.

Youfoodz has launched a new campaign that seeks to put truckies on the road to better health, looking after their waistline and the bottom line. The 'refuel' roadside billboards, petrol pump skins & fuel discount incentives (received upon purchase) will drive truckies to choose the healthy option. With microwaves available in-store, there's no faster food than Youfoodz ready meals.