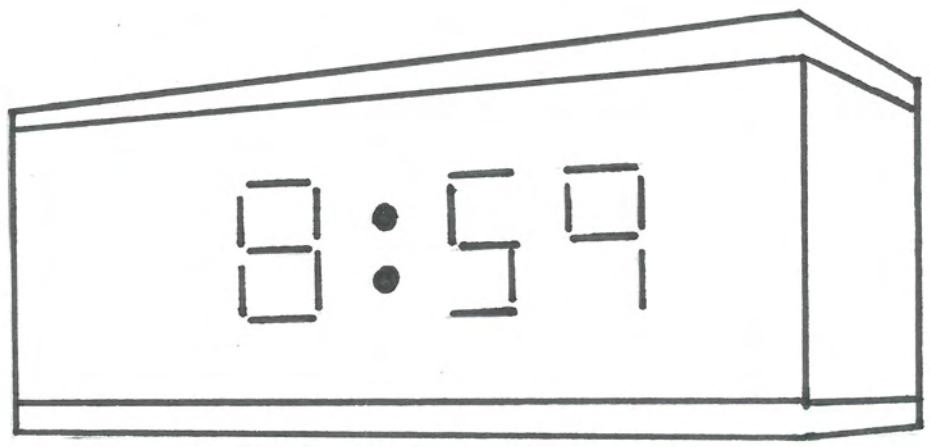
CREATIVE BRIEF

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.

© 2019 The Communications Council

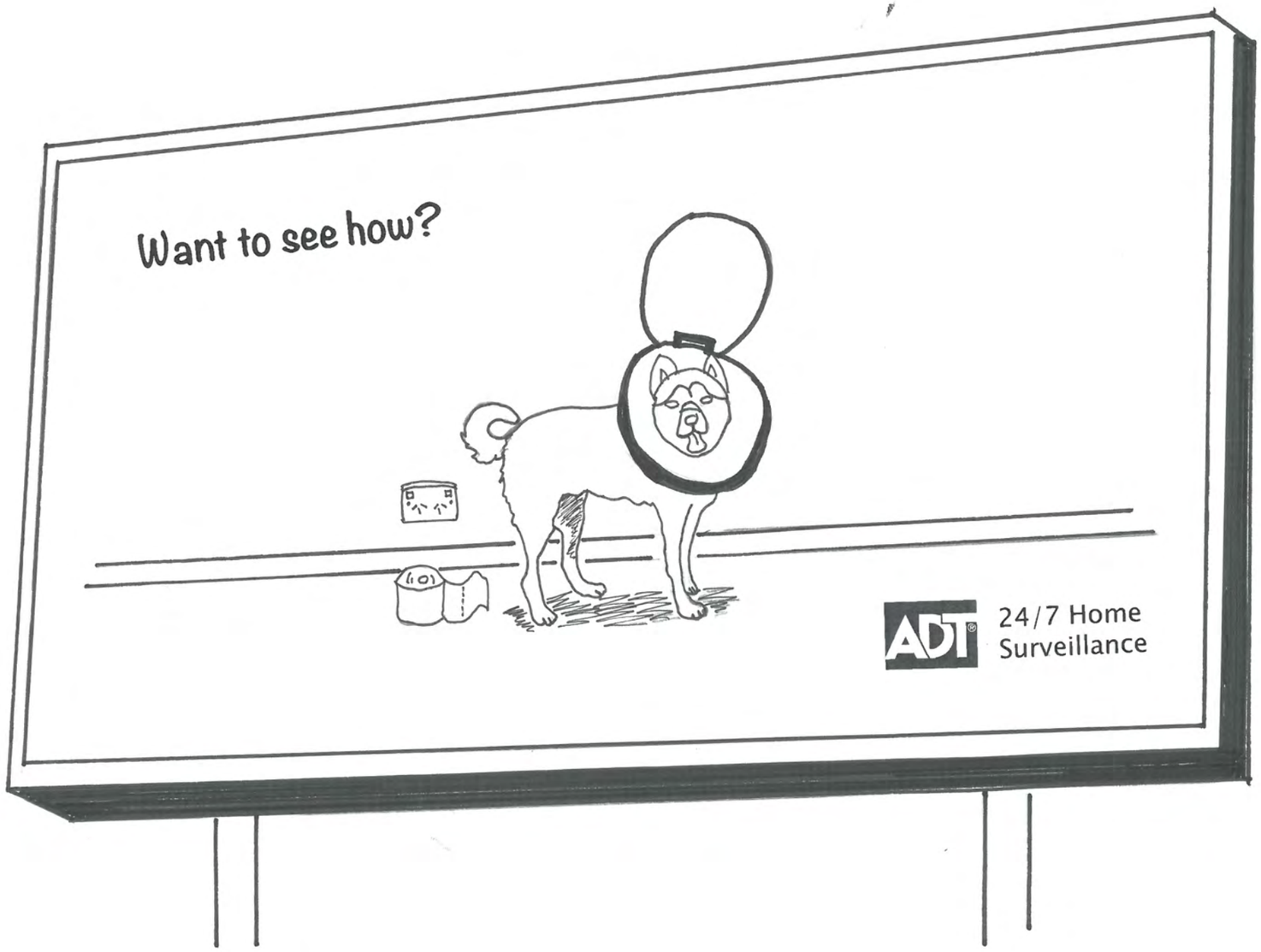


Plenty of time

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

© 2019 The Communications Council


Want to see how?
ADT
24/7 Home
Surveillance

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

© 2019 The Communications Council

RADIO SCRIPT - Downsizing

VO:	**You've always loved an adventure…**
SFX:	*Old fashioned doorbell chime*
Female:	**Start the day with breakfast in Paris,**
SFX:	*Apartment buzzer – fast, impatient, repetitive*
Female:	**enjoy lunch in bustling Bangkok,**
SFX:	*Knocking on a wooden door*
Female:	**and linger over dinner in Madrid.**
SFX:	*Silence*
VO:	**Don't let downsizing hold you back.**
	Bring the world to your door with UberEats.

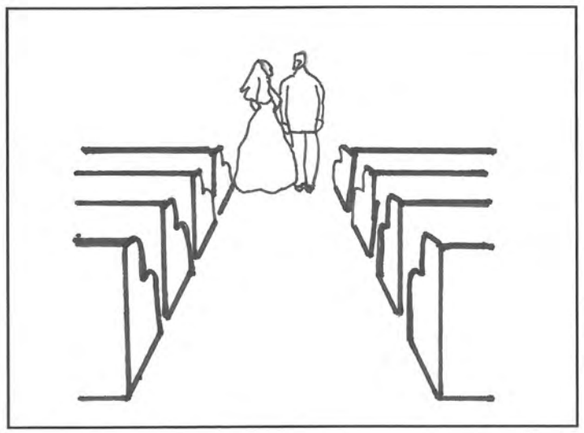
UBER
EATS

CREATIVE BRIEF

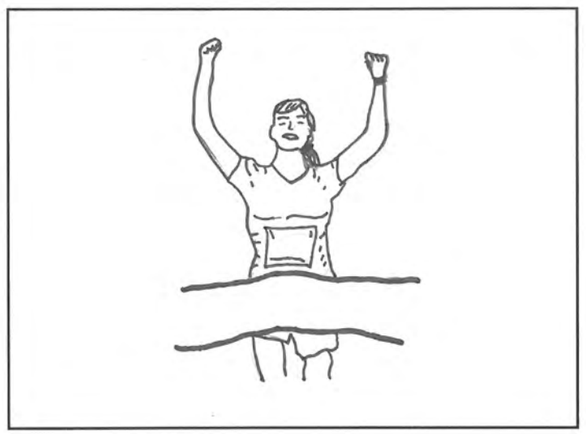
Brief Number:	**4**
Topic:	**TVC / Cinema** 30 second film ad
Client:	Australian Government
Product:	Childhood vaccination programs
Target audience:	Parents of children between 6 months and 4 years old
Key insight:	The long-term benefits of vaccines are hidden because they work. But the consequences 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

© 2019 The Communications Council

Tears for Tears



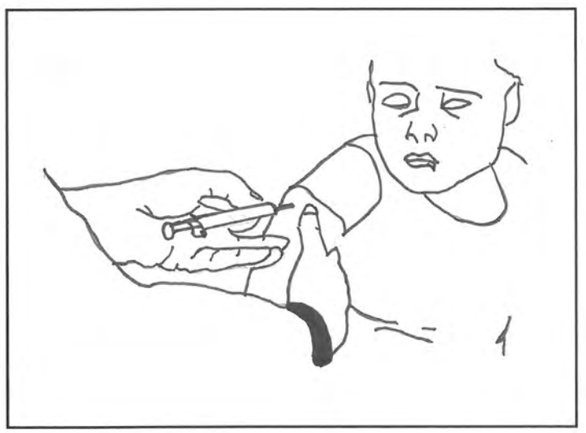
A proud mother wells up as she sees her daughter at the alter.



A joyful mum sheds a tear as her daughter completes her first marathon.

An emotional mother cries as her little girl turns to walk into school for the first time.

VO: A lifetime of happy tears, starts with some sad ones.



SFX: waaaaaaaaaah (Baby Cry)

VO: Hear their cry for the future.

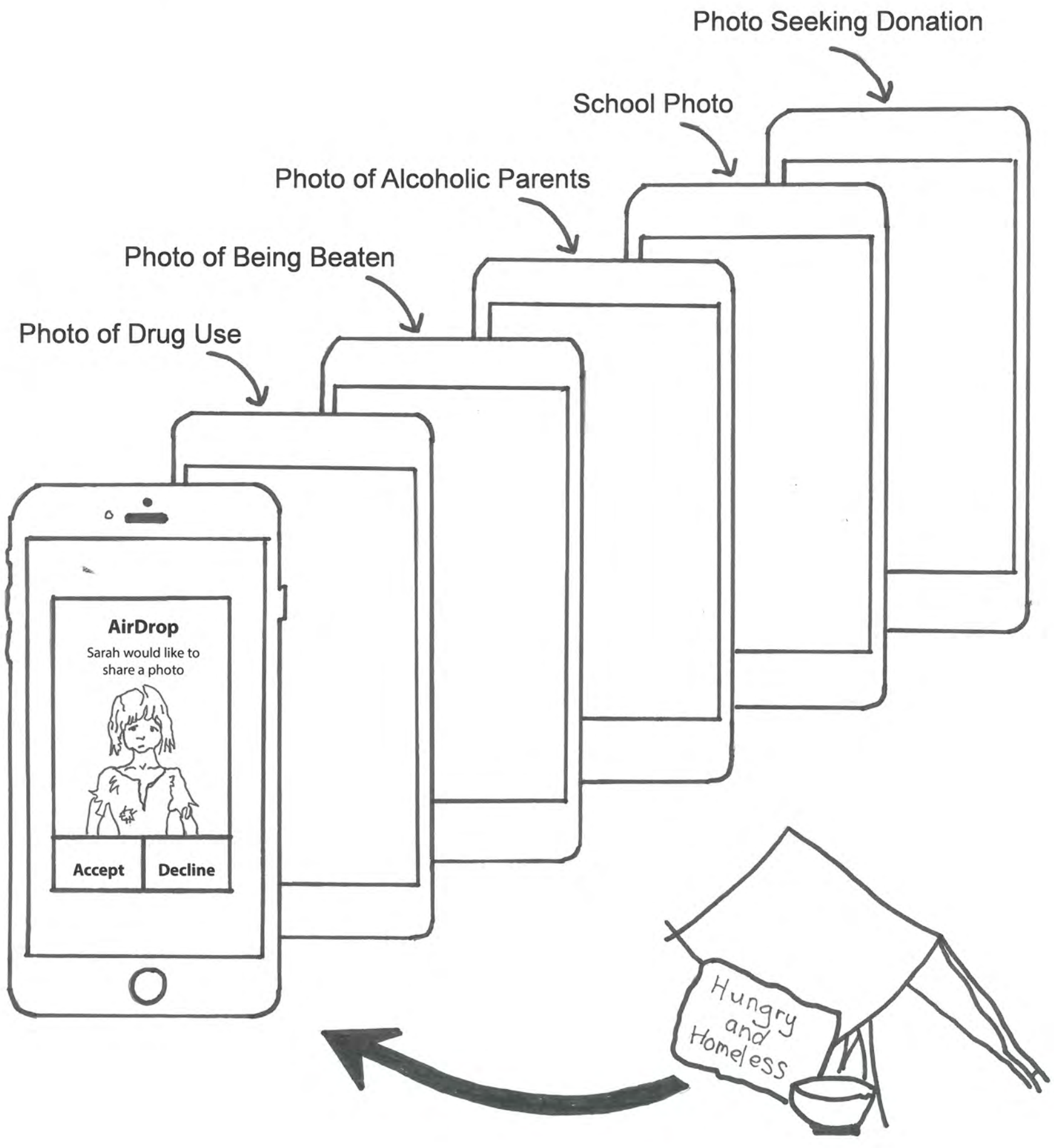
Australian Government

VO: Vaccinate today.

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.

© 2019 The Communications Council



Begging for acceptance

Across major cities, hovels are set up on the pavement of high foot traffic areas. When pedestrians pass the hovels, they are automatically sent a series of photos. Once accepted, the photos unravel the life story of a child who is a victim of cirumstance. The story begins at the hovel and winds back to the child in happier times. The final photo asks for a donation to WhiteLion to help the child behind the crime.

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

© 2019 The Communications Council

Only Stealing is Cheaper

Gamers are the inherent link between unkempt facial hair and Twitter. So to get these guys attention, Dollar Shave Club is set to ambush the Superbowl of esports, the League of Legends World Championships.

As the only thing cheaper than a Dollar Shave Club razor is to steal one, gamers are eligible to win awesome prizes when they tweet about a steal in the World Championships with #stealashave.

Every time commentary on a kill steal, ultimate steal or life steal pops up on Twitter, Dollar Shave Club will be part of the conversation and just maybe some of the world's 43 million viewers will start to look a whole lot sharper!

DOLLAR SHAVE CLUB

CREATIVE BRIEF

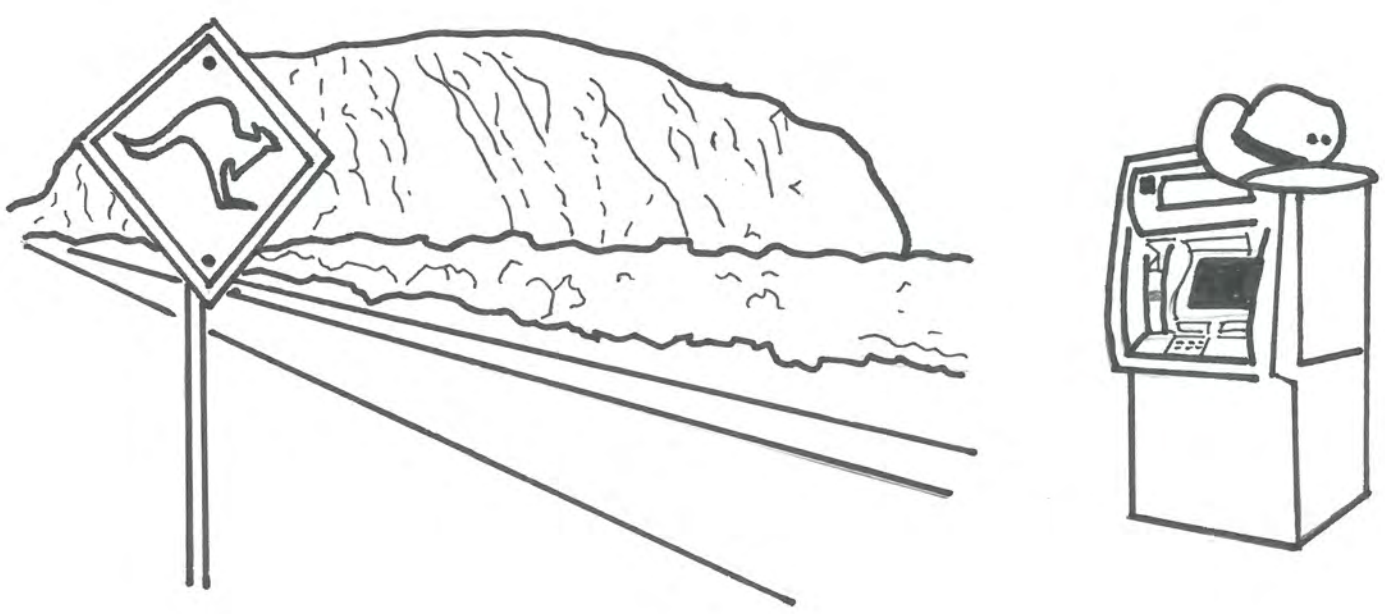
Brief Number:	**7**
Topic:	**Experiential / Ambient** An idea that consumers can interact with when they're out and about. Think about ambient media, stunts, pop up shops, installations, and experiences.
Client:	CommBank
Product:	Apple Pay
Target audience:	CommBank customers with an iPhone
Key insight:	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

© 2019 The Communications Council

CommBank ATM's travel Australia on Long Service Leave

CommBank ATM's have been spotted all around the country enjoying their long service leave. Now that Apple Pay is here, our trusted friends are taking a well deserved break and seeing the sites of Australia.

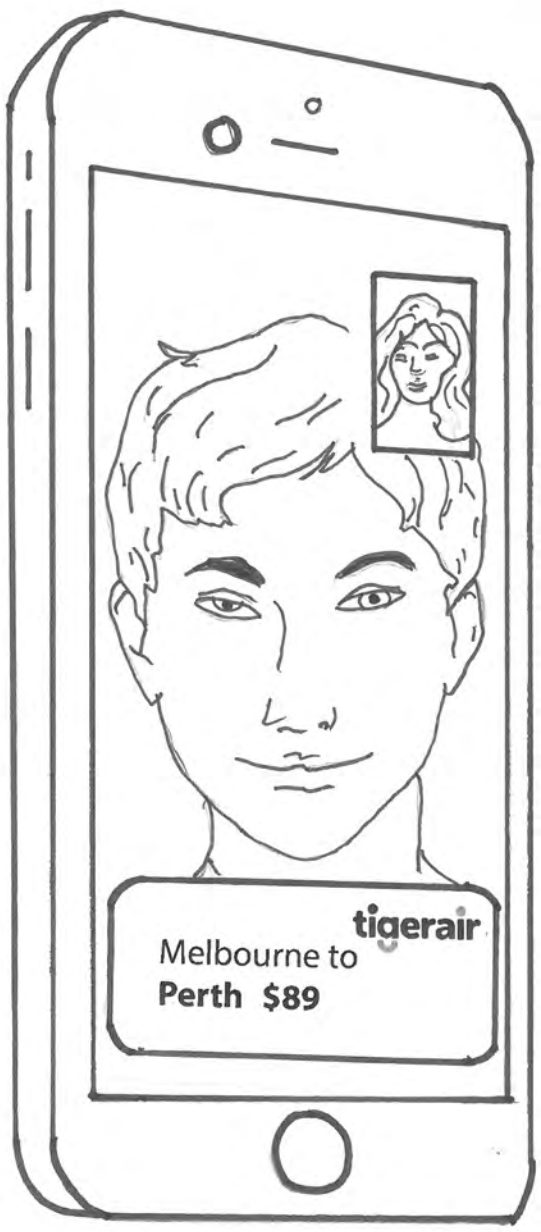
These guys have worked hard their whole life, don't interrupt their holiday, use Apple Pay. The smoother way to pay.

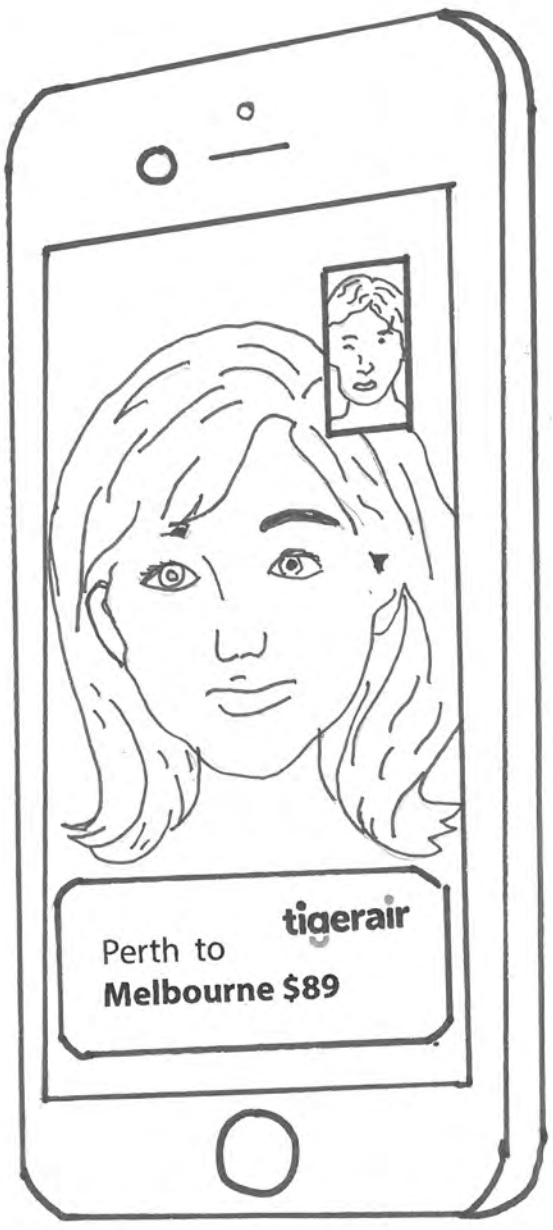


CREATIVE BRIEF

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

© 2019 The Communications Council





Face to Face Time

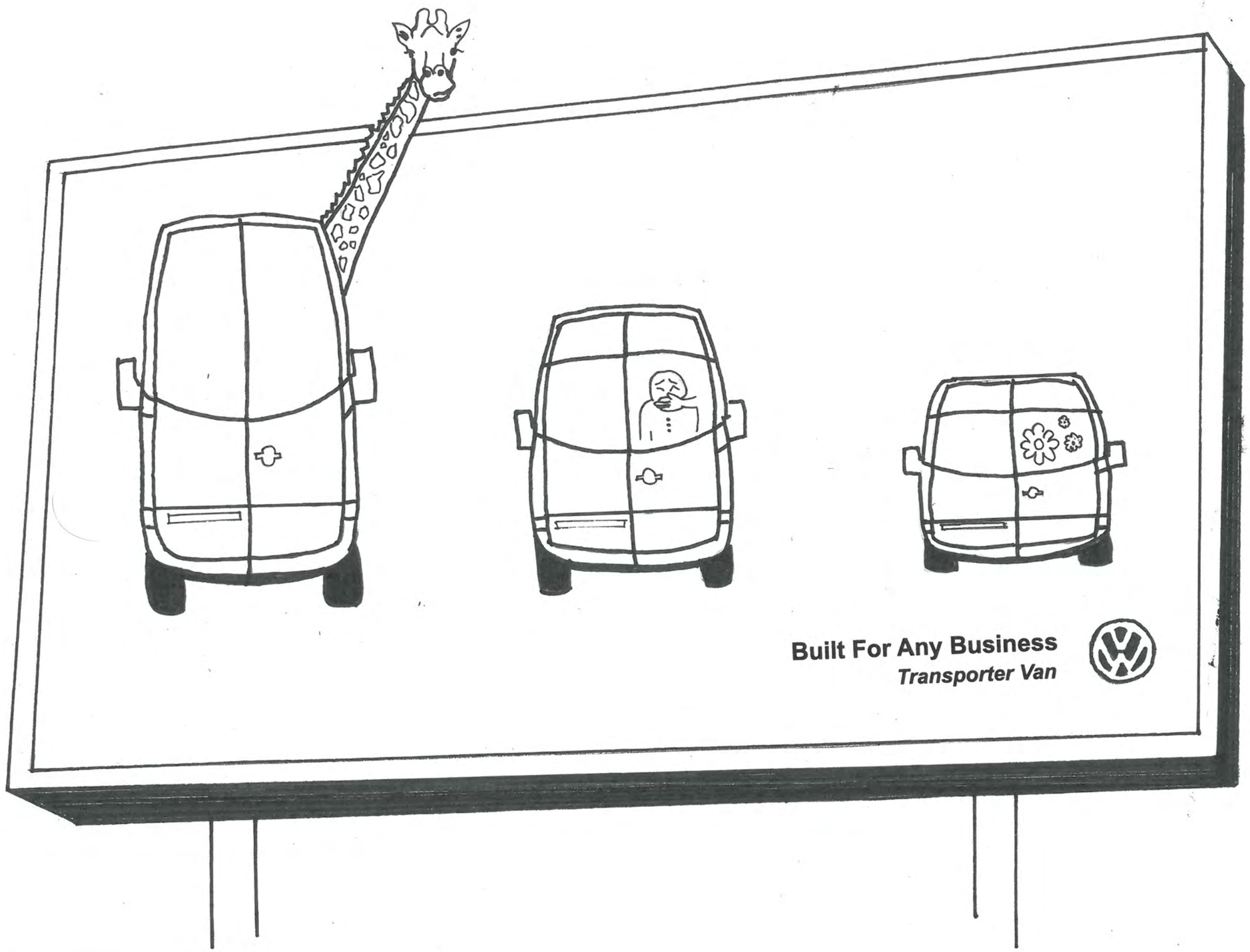
It just got a whole lot easier to come together and enjoy unmissable moments with family and friends.

Apple and TigerAir partner to redefine the way we advertise and connect. The iPhone's new Face Time feature, combines location data with flight information, to determine the lowest airfare to bring callers together.

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

© 2019 The Communications Council

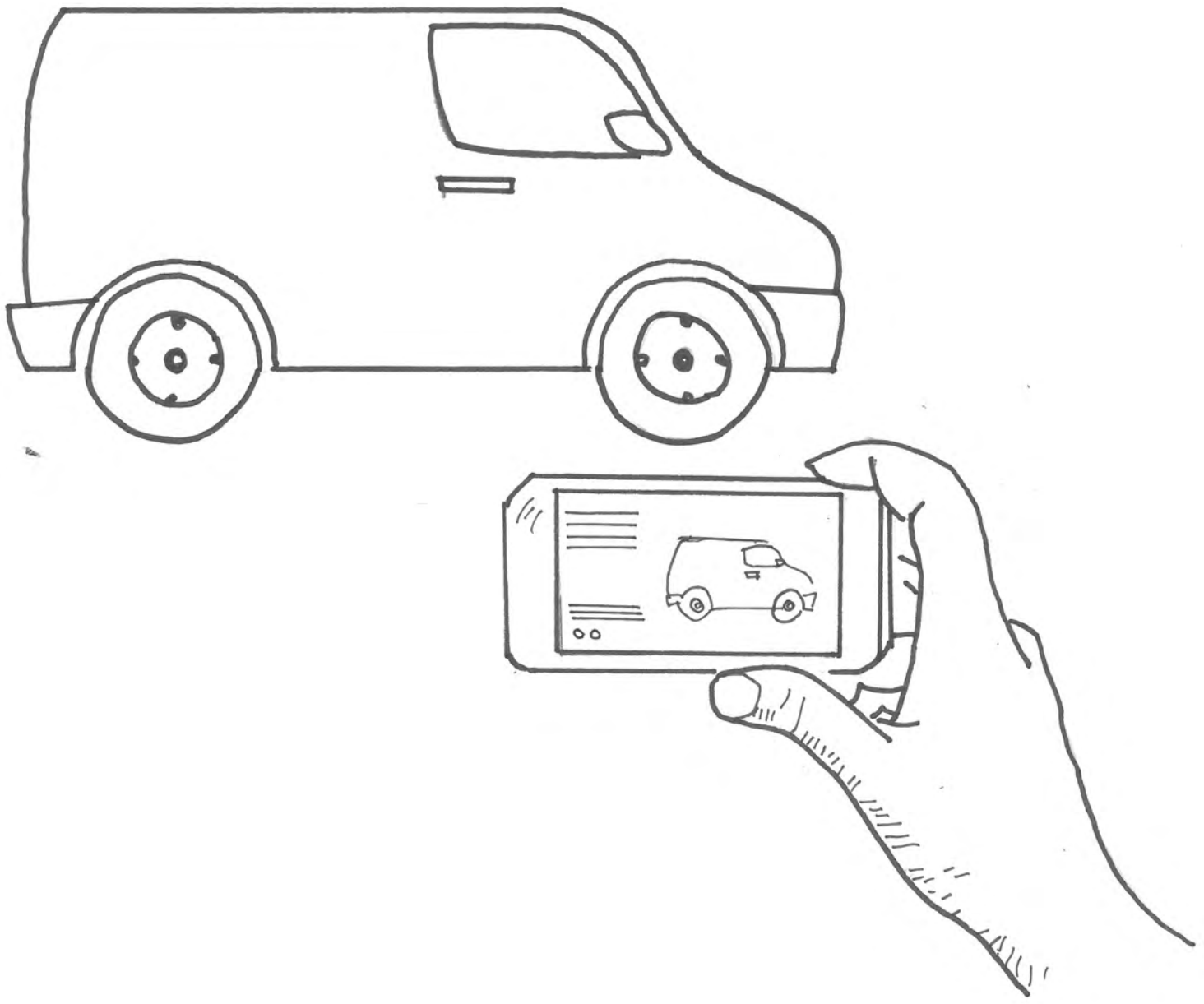


Built For Any Business
Transporter Van

RADIO SCRIPT

Bloke:	**I need a powerful van with lots of grunt and it's got to be able to tow a boat.**
SFX:	*Crackling speaker*
Female sales attendant:	**One Transporter Van please (*over speaker*).**
SFX:	*High pitch speaker feedback noise*
Lady:	**I'm looking for a small van with leather interior, 7 seats and automatic drive.**
SFX:	*Crackling speaker*
Female sales attendant:	**Another Transporter Van please (*over speaker*).**
SFX:	*More speaker feedback noise*
Man with shady voice:	**You got a van with dark windows and soundproof doors?**
Female sales attendant:	**Ahhh…. Transporter Van (*trembling voice*)**
VO:	**Volkswagen Transporter Van.** **Built for any Business.**

Built For Any Business
Transporter Van



Build a Van - AR App

VW launches an augmented reality experience which lets people build the ultimate van for their business. The app enables people to choose, configure, view and interact with a full-scale virtual version of the van. This immersive shopping experience seamlessly connects to purchase options and flexible payment plans.

Built For Any Business
Transporter Van

Brief Number:	**10**
Topic:	**Strategy**
Client:	Boundary Bend Limited
Product:	Cobram Estate Olive Oil
Target Audience:	Women with damaged hair
Key Insight:	We believe products made from natural ingredients are gentler on our hair and skin.
Proposition:	**The gentlest hair care treatment**
Reasons to believe:	• Olive oil has been used for thousands of years as an all-natural treatment to soften and repair damaged hair. • The fatty acids in olive oil, namely, oleic and linoleic, are especially nutritious for the hair and scalp. • Olive oil coats the shafts of hair helping to keep them healthy and protected.

Make peace with your hair.

Cobram
Estate®
Olive Oil