Many trees were harmed in the making of this book.

Like, a lot…

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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Quick has never
looked so slow

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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places at once

Interactive Home Security ADT

Be in two

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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Customs – 30″

SFX *airport ambience.*

SFX *security gate beep.*

CUSTOMS OFFICER Please step aside sir.

MAN *(triumphant)* Yes!

CUSTOMS OFFICER Have you had a security check before?

MAN Its been too long!

CUSTOMS OFFICER Spread your arms and legs, please.

SFX *Clothes being patted down. A Security Wand.*

The MAN appears to be enjoying it.

MAN Oh yeah that's Good.

CUSTOMS OFFICER Umm… Ok you're clear to go. Safe travels.

MAN Oh no, I'm not flying anywhere. Any chance for a cavity search?

VO **Uber Eats - International cuisine direct to your door. There are some things you might miss about travel.**

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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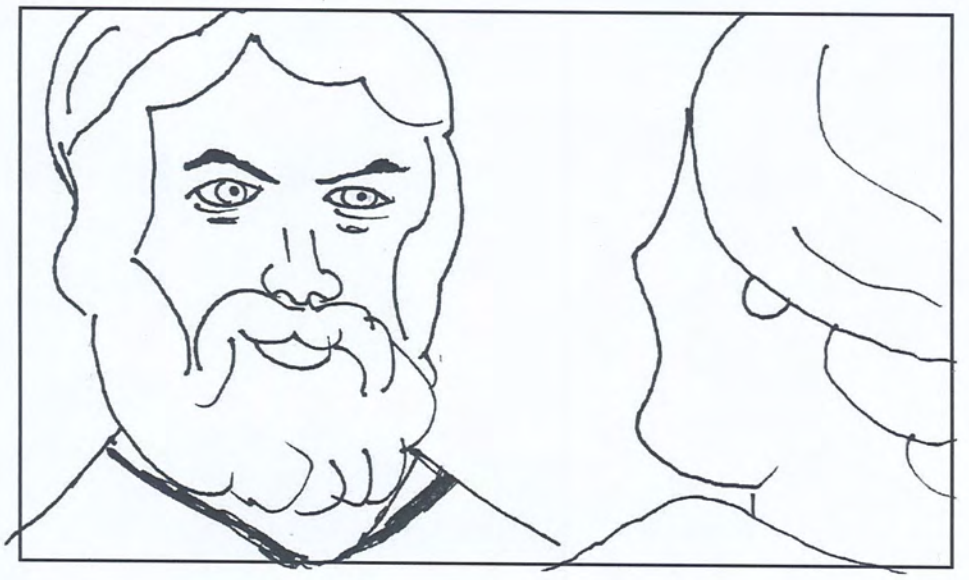
Achilles, 30”

Ancient Greece. The Lady, THETIS *dips her baby into the magical river, Styx. She comically balks as she ponders whether to completely submerge the foot thus getting her hand wet in the process.*



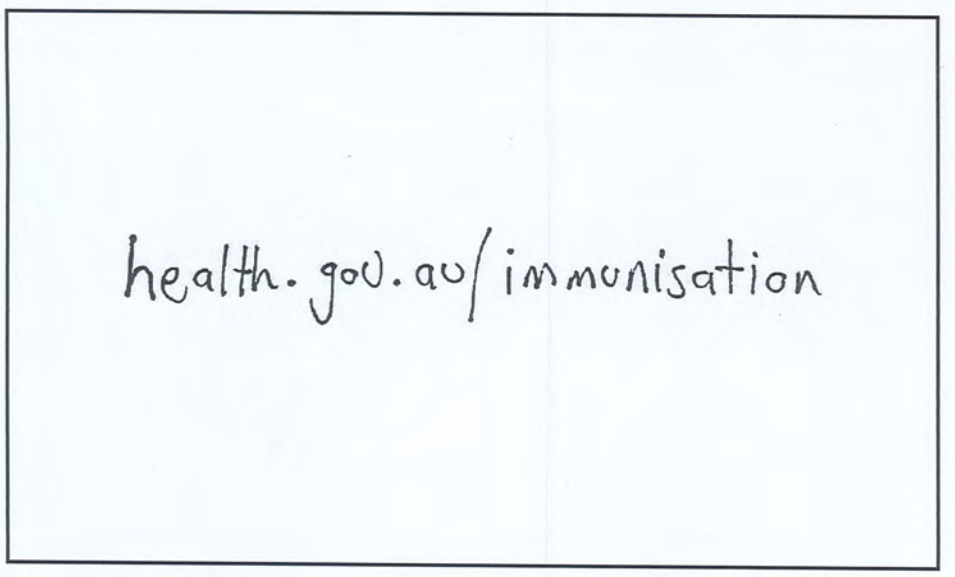
Enter, PELEUS.

PELEUS All the way in my love, so that our Achilles is completely immune to the Trojan arrows.

THETIS ...it’s just so cold (*gesturing to hand*)

PELEUS Fair enough. I suppose if you left one heel out it’d be okay. What’s the worst that could happen... Athlete’s foot?

They all laugh as we fade to black.



VO Give your child a future, not a weakness. Don’t skip on vaccinations.

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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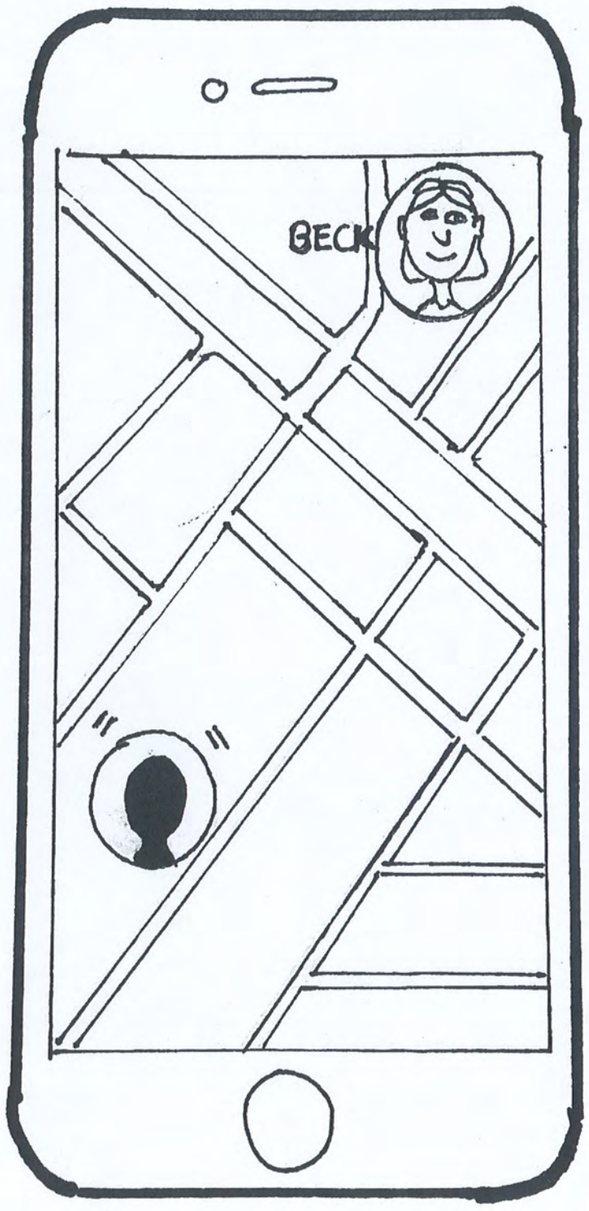
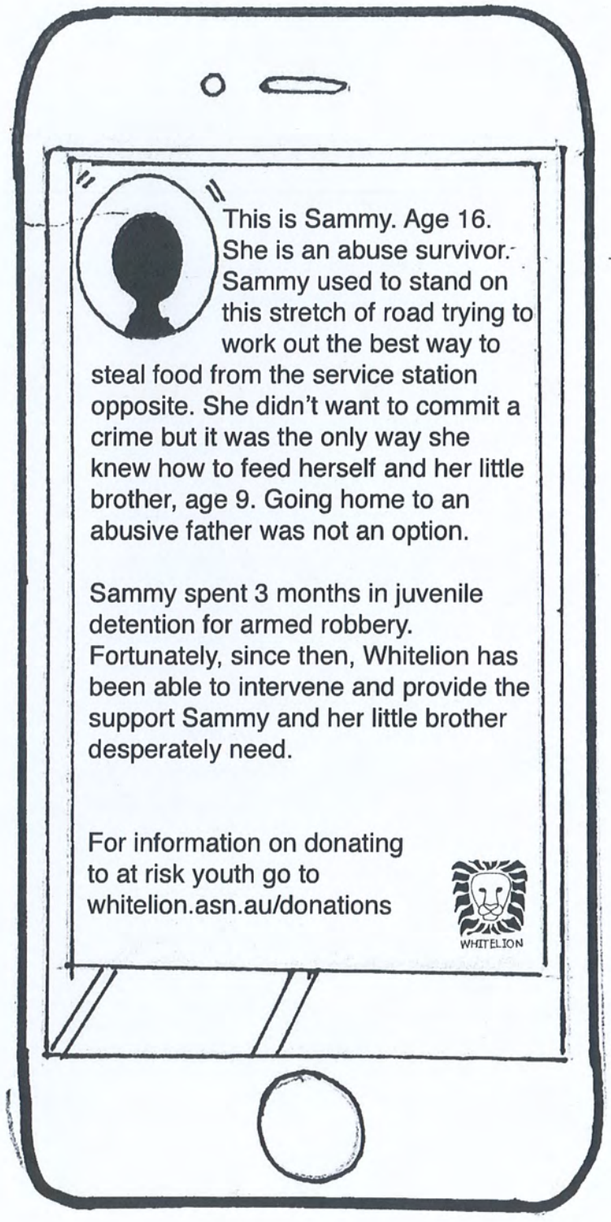
Insight - One of the largest users of GPS tracking apps are concerned Mothers.

Find My Family - Whitelion Update

Idea - Use the popular GPS tracking App, Find My Family, to display homeless and 'at risk' youth based on the statistics in the area. Click on the icon and read a short story about a real life young offender who's life has since been turned around thanks to the support of 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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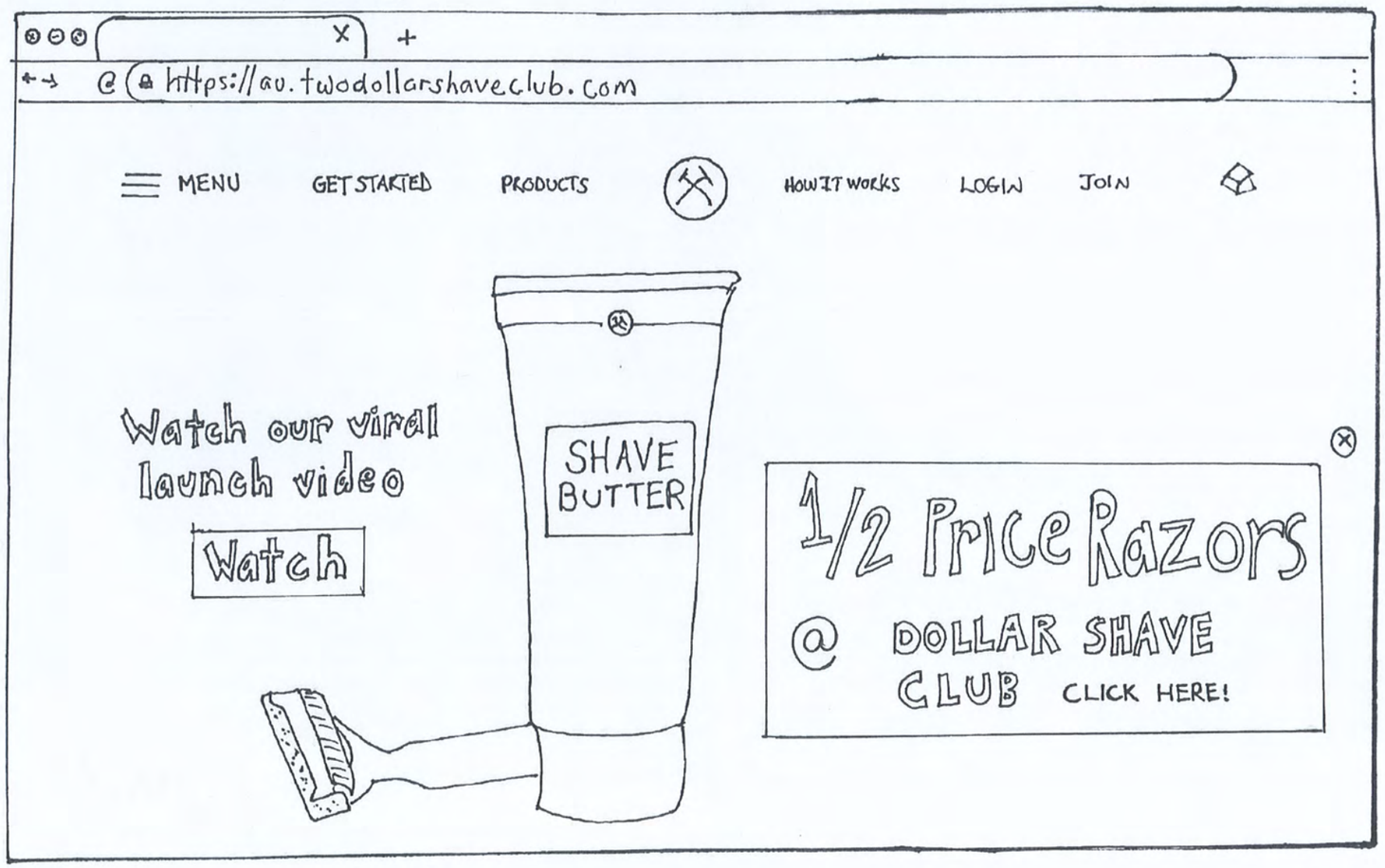
Insight - Nothing sets you apart from the competition more, than bad competition.

TWO DOLLAR SHAVE CLUB

DEFINITELY THE CHEAPEST SHAVE CLUB

Step 1. Build a website and create social-media channels for a parody business that does everything the Dollar Shave Club does but for twice the price.
Step 2. Shoot a shot for shot remake of the original Dollar Shave Club viral video.



Pop-up and Banner Ads for the actual Dollar Shave Club will appear on the website and on social media channels.

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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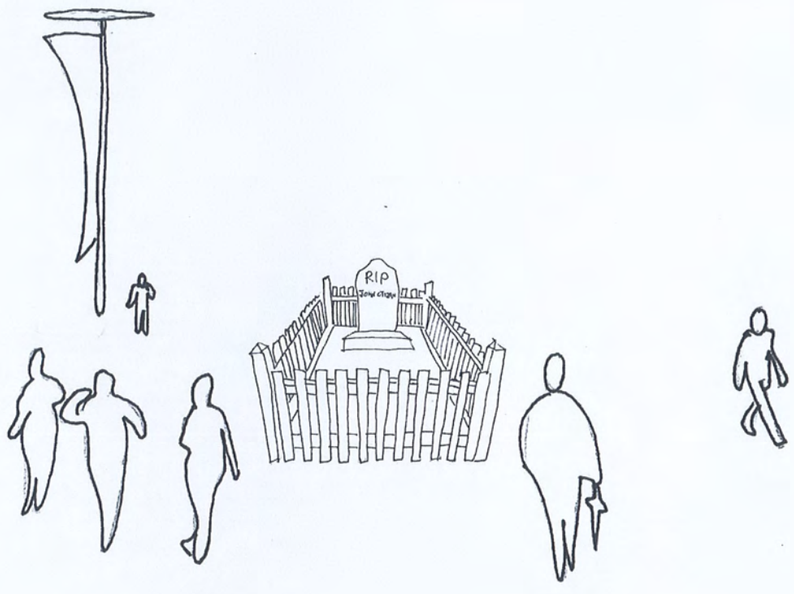
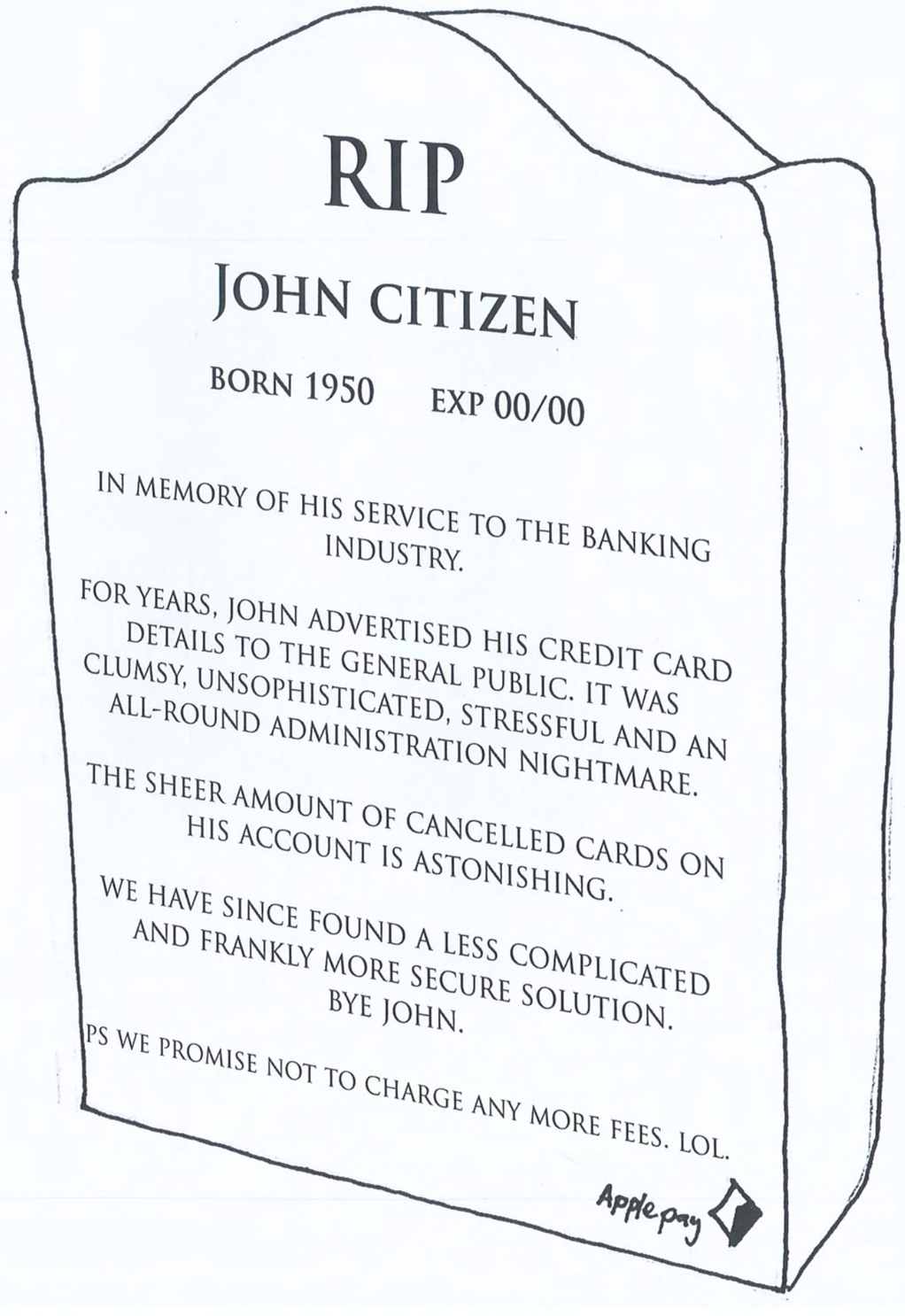
Insight - John Citizen has always been gobsmackingly clumsy with his Credit Card details.

RIP John Citizen - Martin Place, Sydney.





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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Insight - Customers enjoy personalised experiences.

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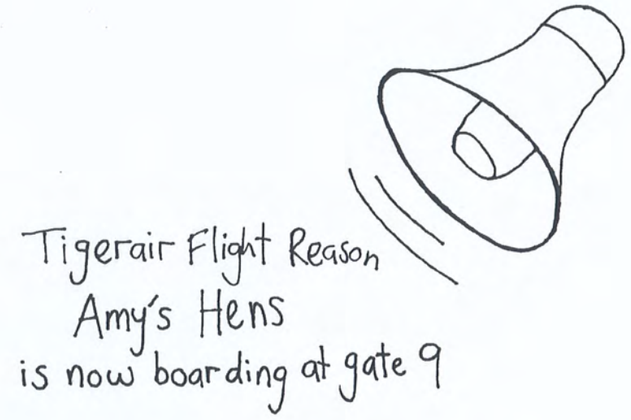
tigerair FLIGHT REASONS



Idea - When customers pre-book with TigerAir, they get the chance to have their flight named after the unmissable moment they're travelling for. Winners get further incentives (seat price refunded, meals, etc).

Tell us why your flying BRIS - SYD on June 27

My best friend Amy is having ger Hens weekend in Sydney!

DEPARTURES

TIME	DESTINATION	FLIGHT	GATE	REMARKS
12:39	MELBOURNE	QF 903	01	BOARDING
12:57	SYDNEY	AMY HENS	09	BOARDING
13:08	CANBERRA	JQ 984	10	BOARDING
13:21	SYDNEY	JQ 608	11	CANCELLED
13:37	DARWIN	VISIT MUM	05	ON TIME
13:48	HOBART	QF 941	03	ON TIME
14:19	MELBOURNE	JQ 021	08	CANCELLED
14:35	PERTH	QF 997	11	ON TIME
14:54	ADELAIDE	VA 70	03	DELAYED
15:10	COOLANGATTA	VA 24	05	DELAYED

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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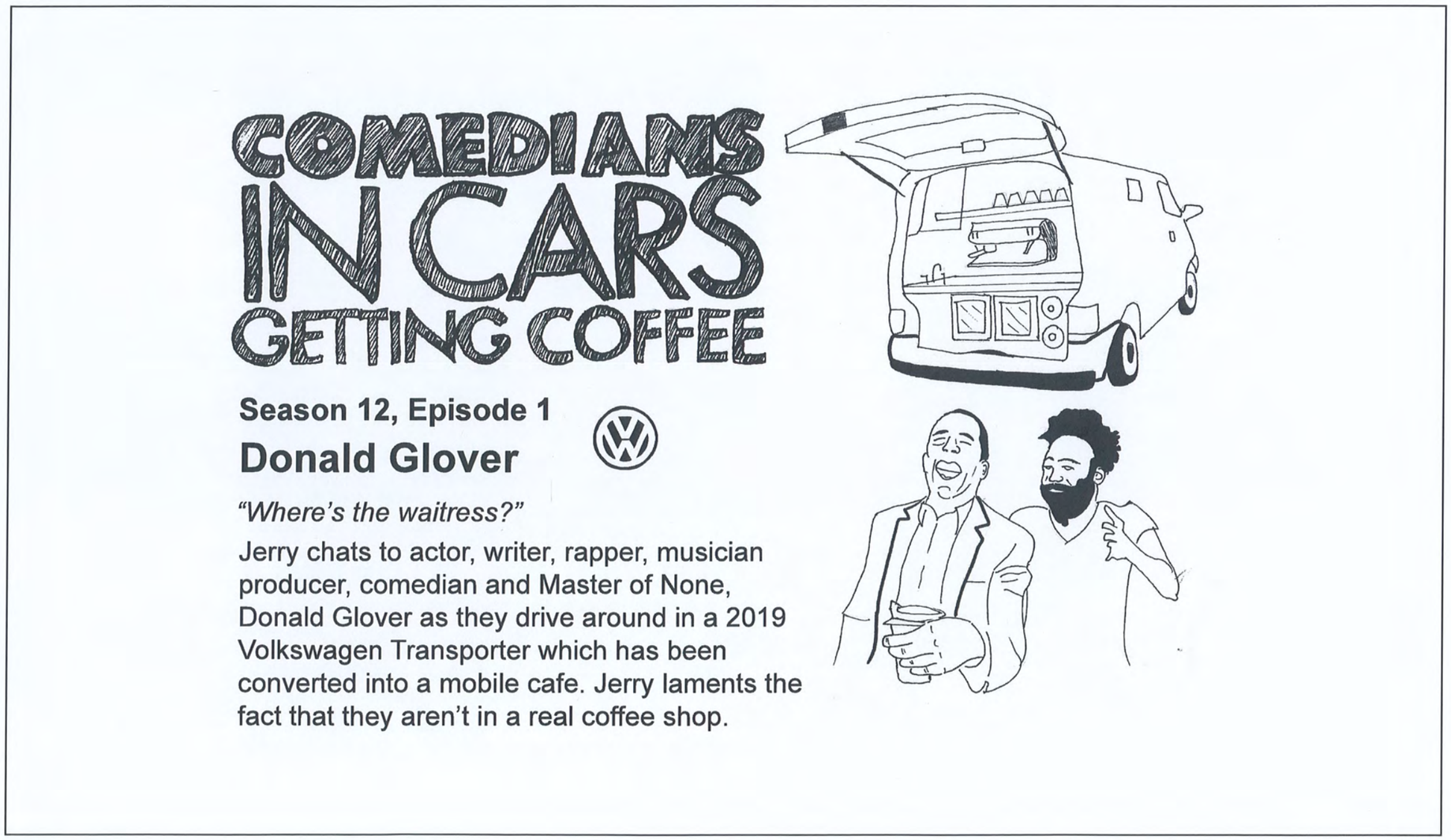
Insight - Many small business owners are required to be a jack of all trades.

Volkswagen Transporter - Master of None

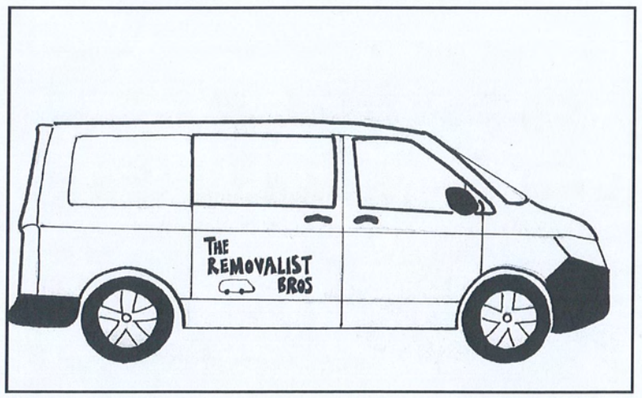
Idea - Show the Transporter's versatility by inverting the adage 'jack of all trades' and placing the van in situations it is not expected to Master.

Media

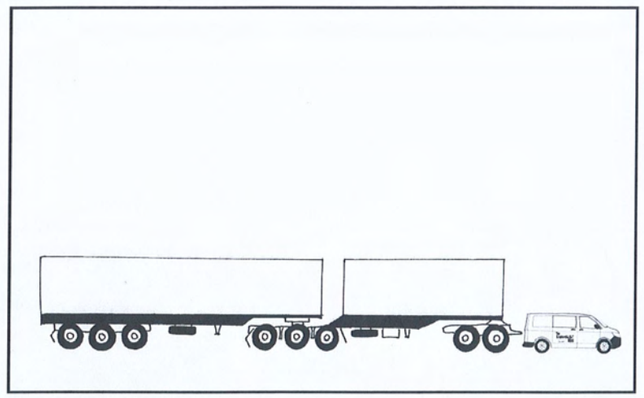


Film

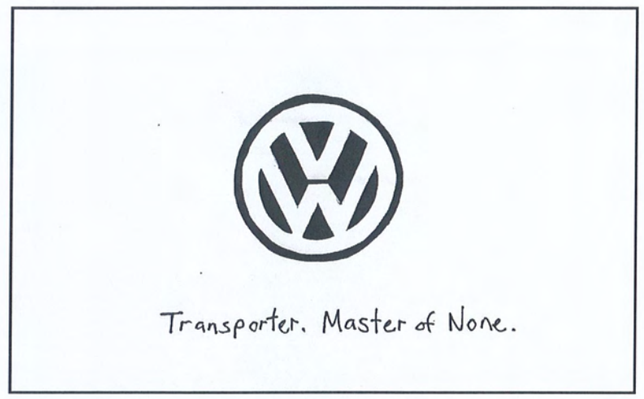
Removalist Bros, 15”



Open on a Transporter revving is engine hard but it’s clearly going nowhere.

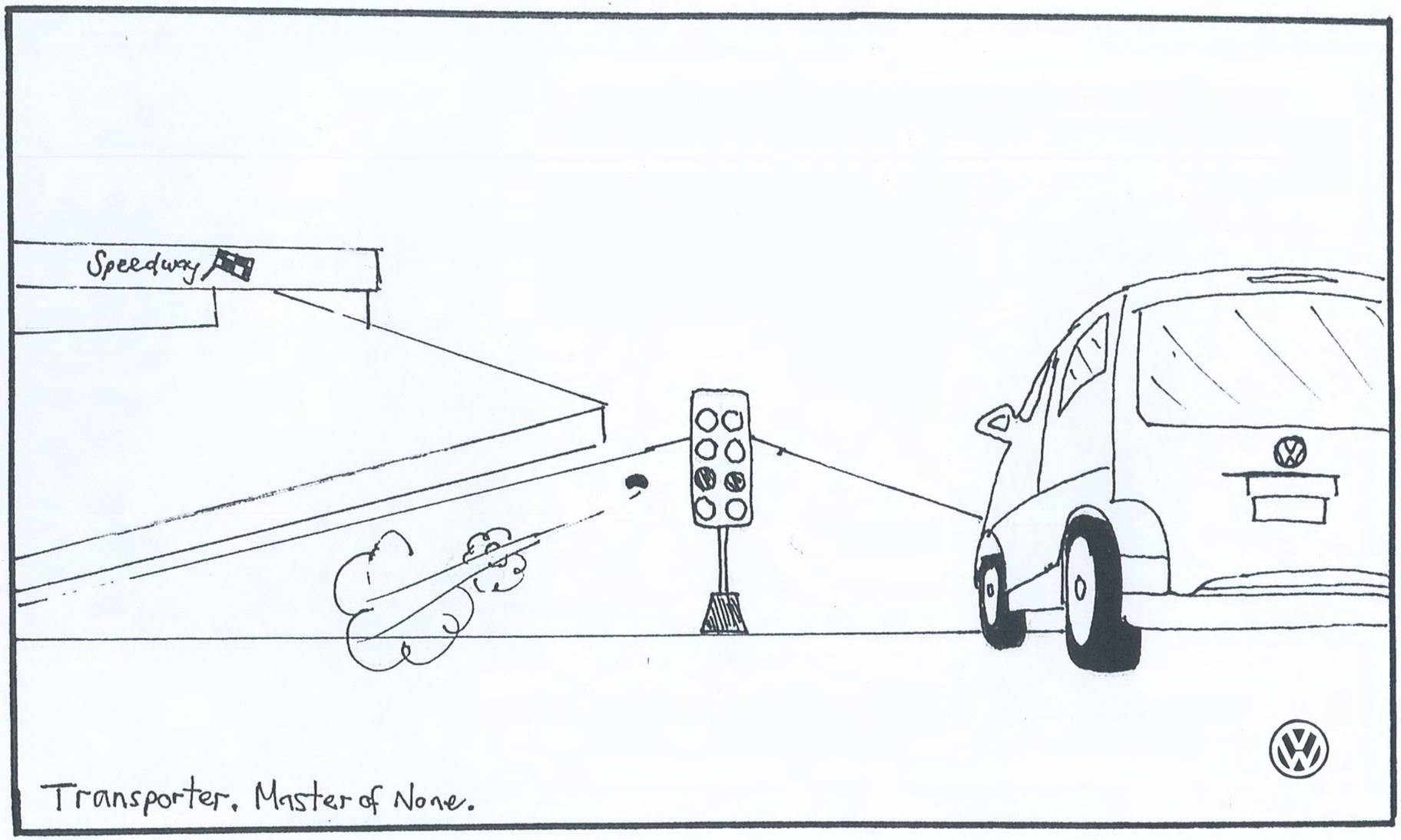


pull back to reveal it trying to tow a B Double Trailer



VO **Volkswagen Transporter. Master of None**.

Print



AWARD SCHOOL
supported by facebook

Brief Number:	**10**
Topic:	**Strategy**
Deliverables:	1/ New strategy and brief 2/ Accompanying creative idea
Client:	McDonald's
Product:	McDonald's Restaurants
Target audience:	Young Families
Key insight:	As a result of investigations into the fast food industry, young families are eating at McDonald's less and less. However due to the lack of decent public toilet facilities, many are forced to step into a McDonald's restaurant just to use the toilet.
Proposition:	**Relieve yourself at McDonald's**
Reasons to believe:	• Cleaner and safer than public toilets and service station facilities. • Over 970 Restaurants in Australia. • Located on major highways for when you need to go.

AWARD

powered by the communications council

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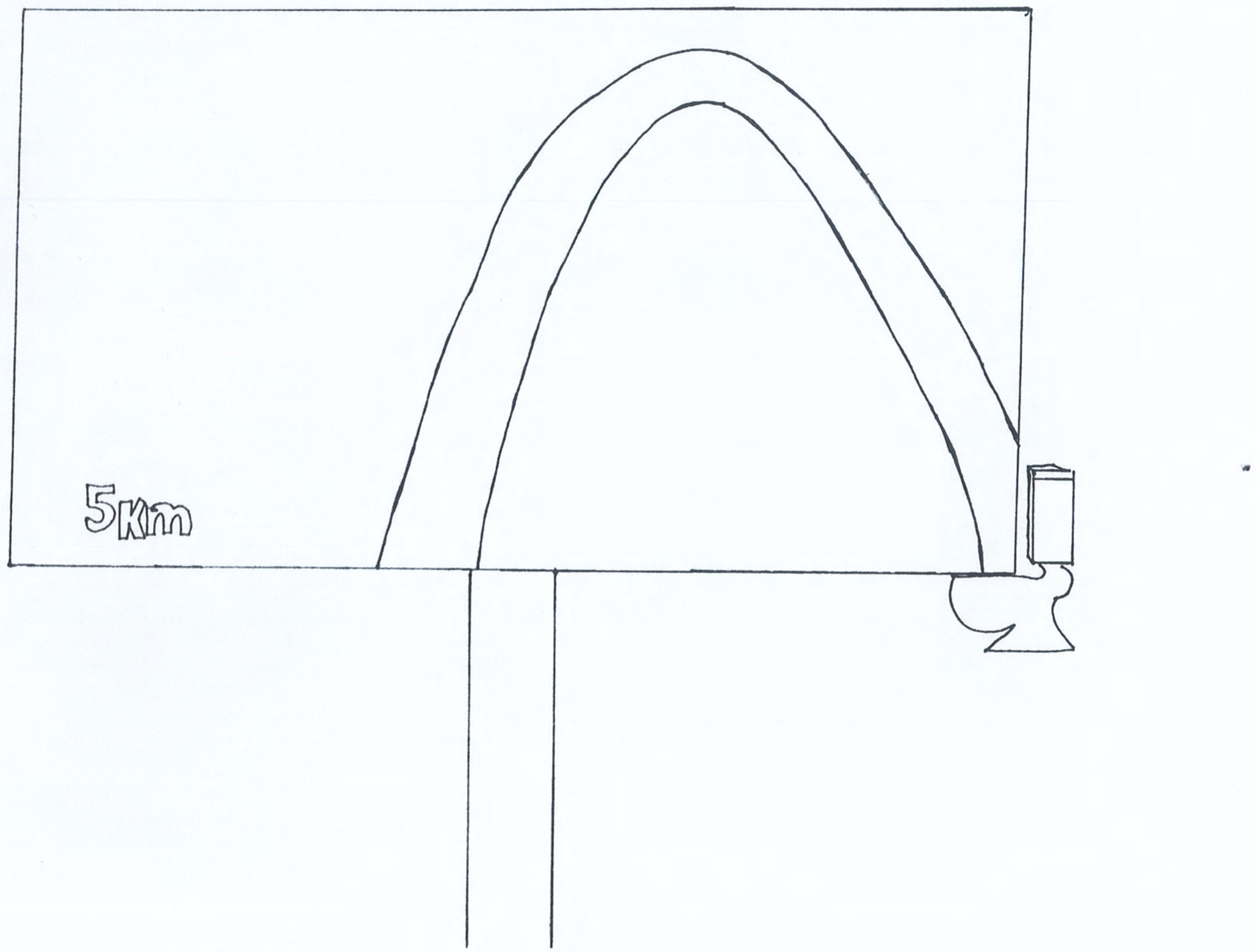
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