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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Breakfast in less 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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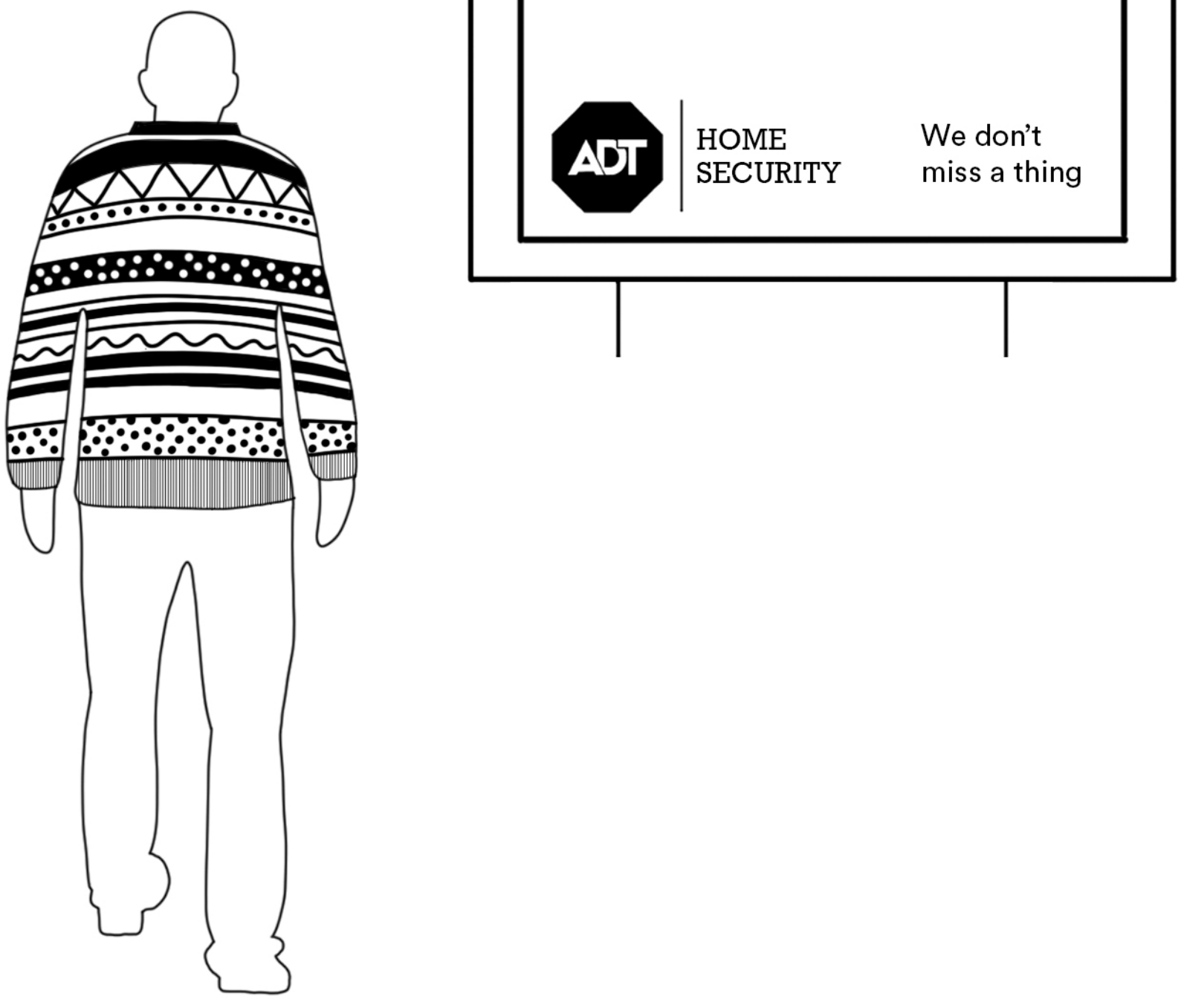
ALWAYS WATCHING

The adshel comments on what's happening around it, with humorous and entertaining updates written in real time.



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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EAT UNFAMILIAR

Recording people's real descriptions of food they have never seen before. This is an example of what the ad might sound like.

Female: Oh my goodness, what is this?!

(pause)

I know it's some kind of soup, but I've never seen anything like it! It has these weird things floating in it… they look a bit like wrinkly prawn crackers.

There are noodles at the bottom, and some other things that look a bit like noodles but definitely aren't noodles… probably some type of vegetable?

And then there are these little green things on top – they look a bit like grass clippings. *(laughs)*

Not really sure what this is going to taste like – smells good though!

VO: **Snake Soup, brought to you by Uber Eats.**

(said with an unusual inflection) **Eat unfamiliar…**

from the comfort of home.

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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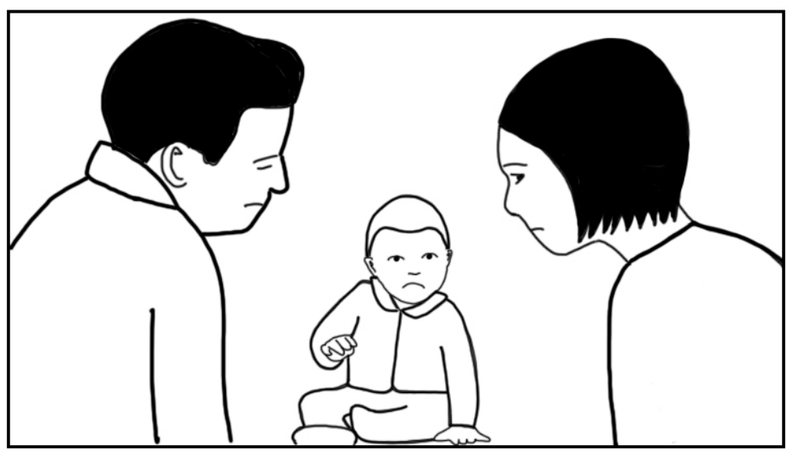
A DISEASE OF THE PAST

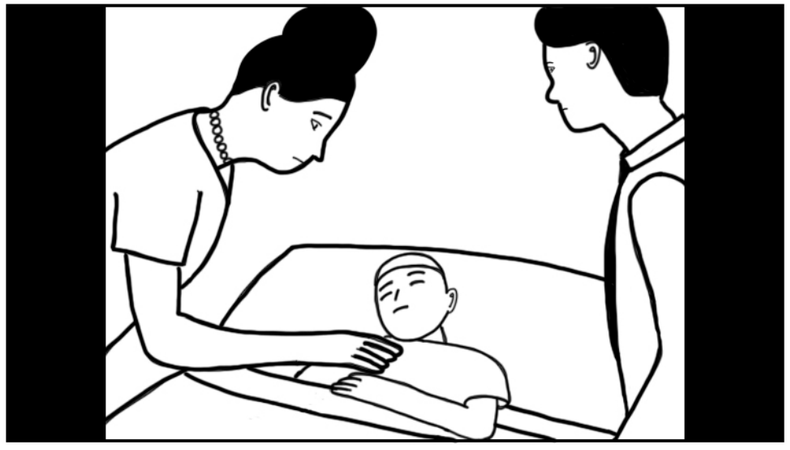
The ad shows a child getting sick with polio, with each scene set in a progressively earlier time back to the 1960s polio epidemic.
This will be done by changing the surroundings, fashion styles and video (quality, aspect ratio, colour).

VIDEO: Modern day hospital, HD video quality.
Parents lovingly holding baby after giving birth.

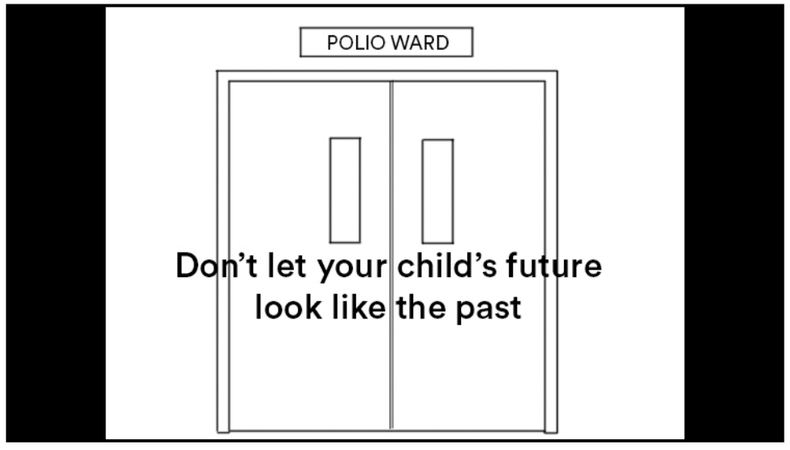


VIDEO: 2000s apartment, SD video quality.
Parents worriedly looking at sick toddler.

VIDEO: 1980s doctor's office, desaturated, 4:3, low quality.
Sad mother holding her child during examination.



VIDEO: 1960s kid's hospital, black and white, 4:3, low quality.
Parents looking on dying child in hospital bed.



VIDEO: 1960s kid's hospital, black and white, 4:3, low quality.
Camera pans out to reveal the polio ward.

SUPER: Don't let your child's future look like the past

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.

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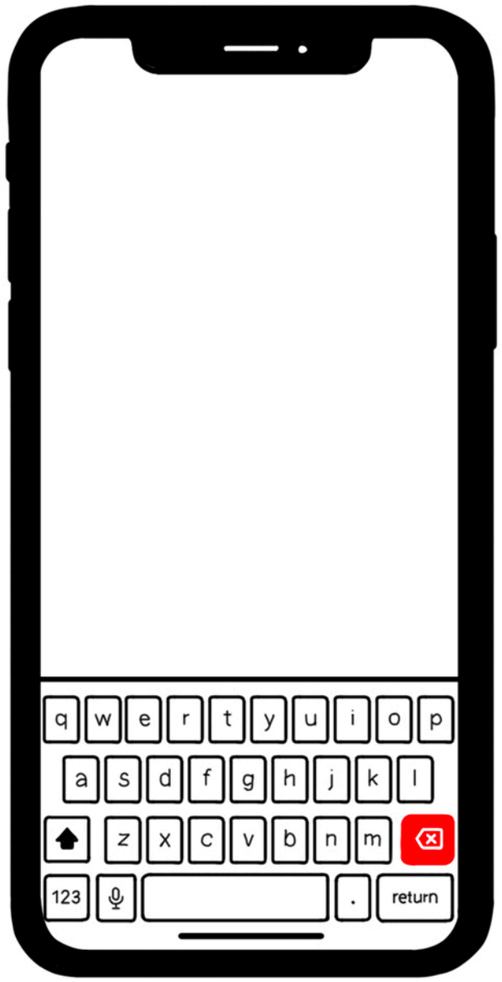
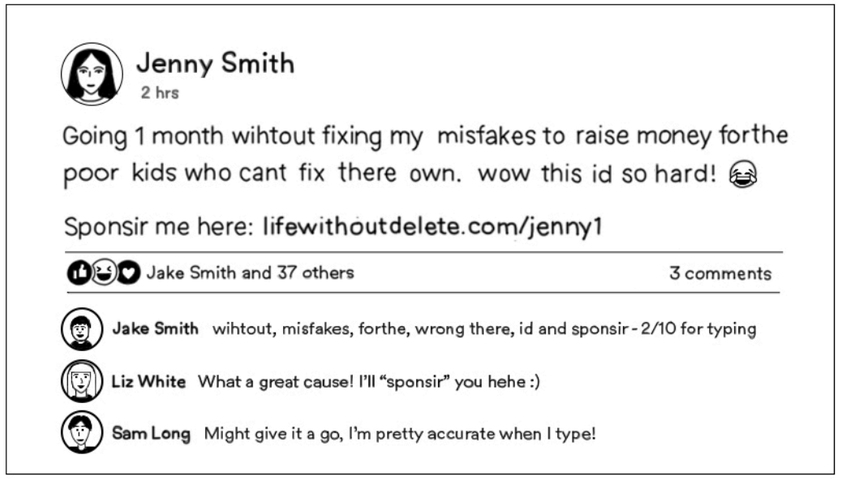
Life Without Delete

Whitelion

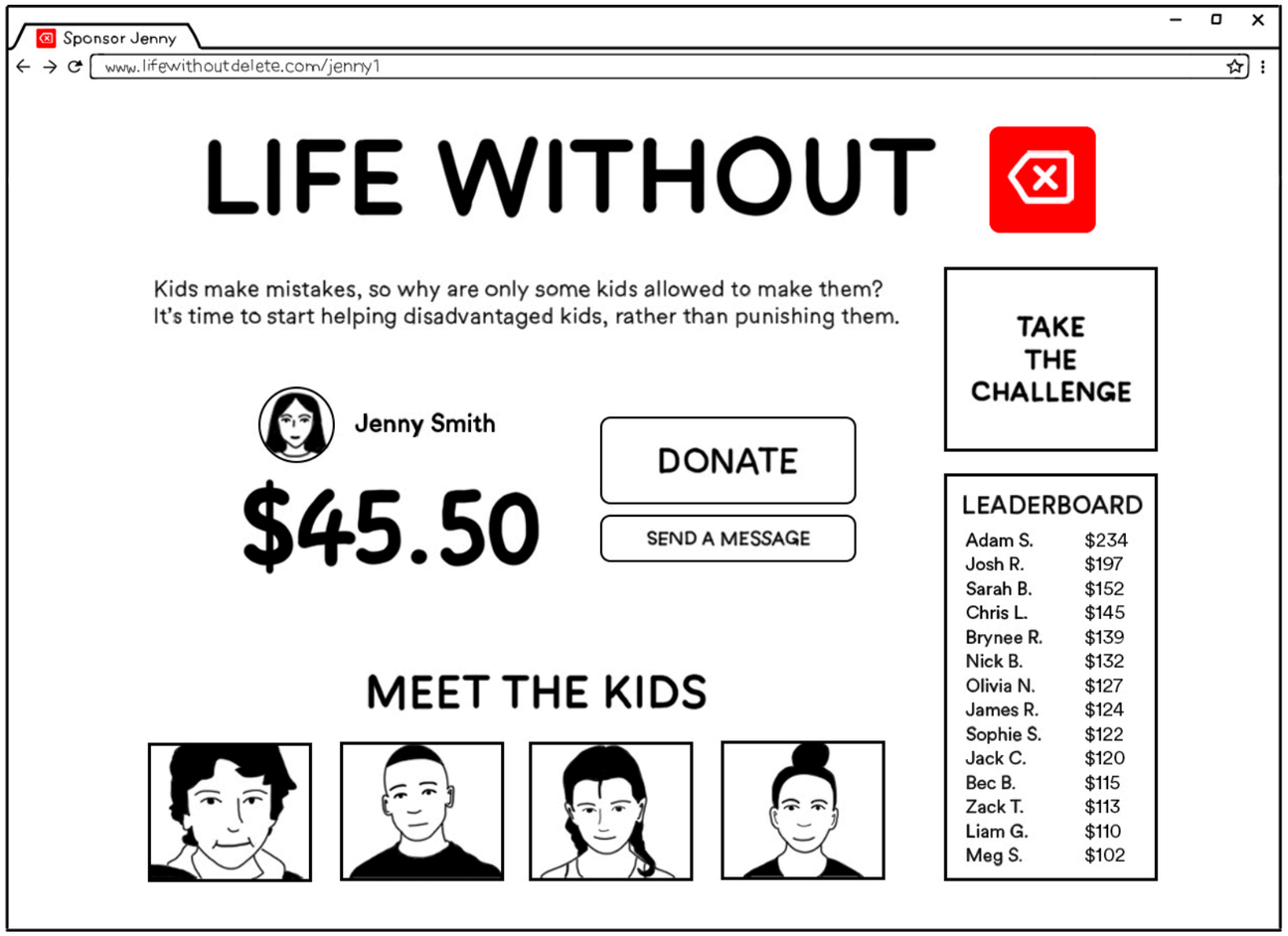
When disadvantaged kids make mistakes, they are labelled as “bad kids” and given a criminal record. Let’s show people how hard it is to avoid making mistakes - by taking away their delete key.



STEP 1. Users download the app, where they are prompted to set up the custom keyboard and disable auto correct, before beginning the challenge.



STEP 2. Encourage friends and family to sponsor them, and share their funny / embarassing typos on social media.



STEP 3. Direct people to the microsite.

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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WATCH & SHAVE

Let’s show how little work it takes to earn the money for Dollar Shave Club, while also providing men with entertainment in a time that is usually pretty dull.

We’ll do this with a microsite where you can earn the money for your shaving gear simply by watching sponsored content while you shave, meaning DSC now pays for itself!

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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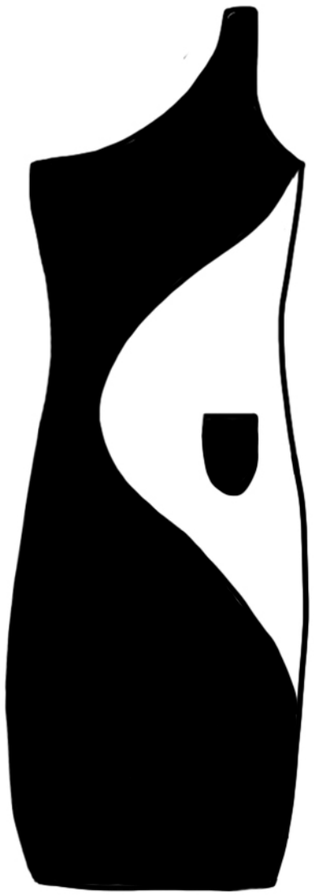
SINGLE POCKET CLOTHING

Apple Pay means you can leave your wallet at home and shop using just your phone, so you'll only need one pocket. To promote this, we'll get designers to create a high-fashion clothing line focused on a single pocket, which will be showcased in a fashion show and then sold in stores.



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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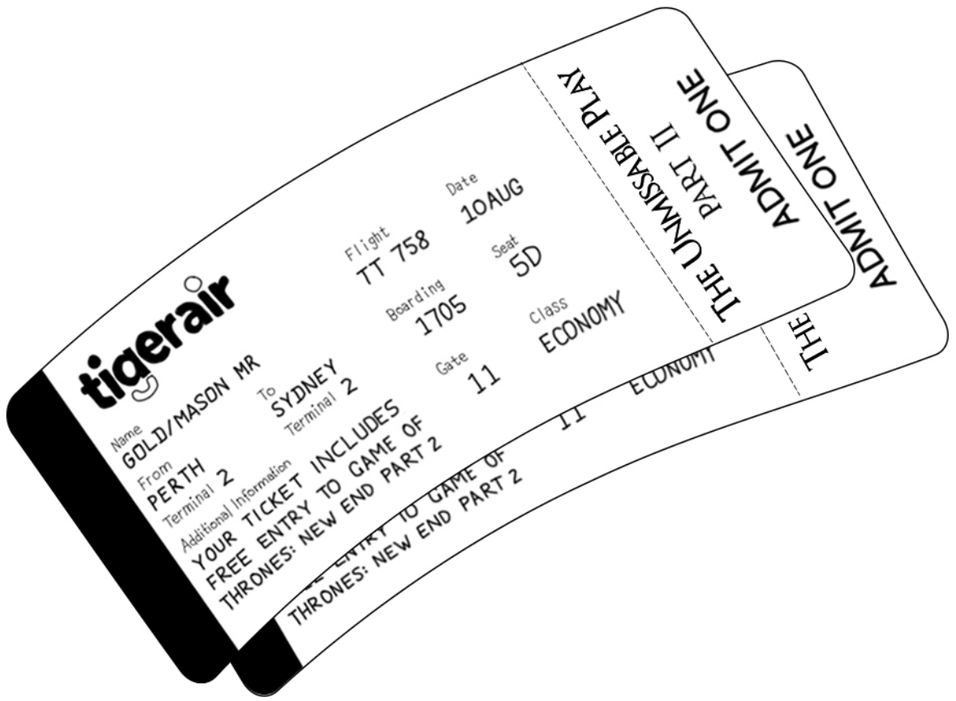
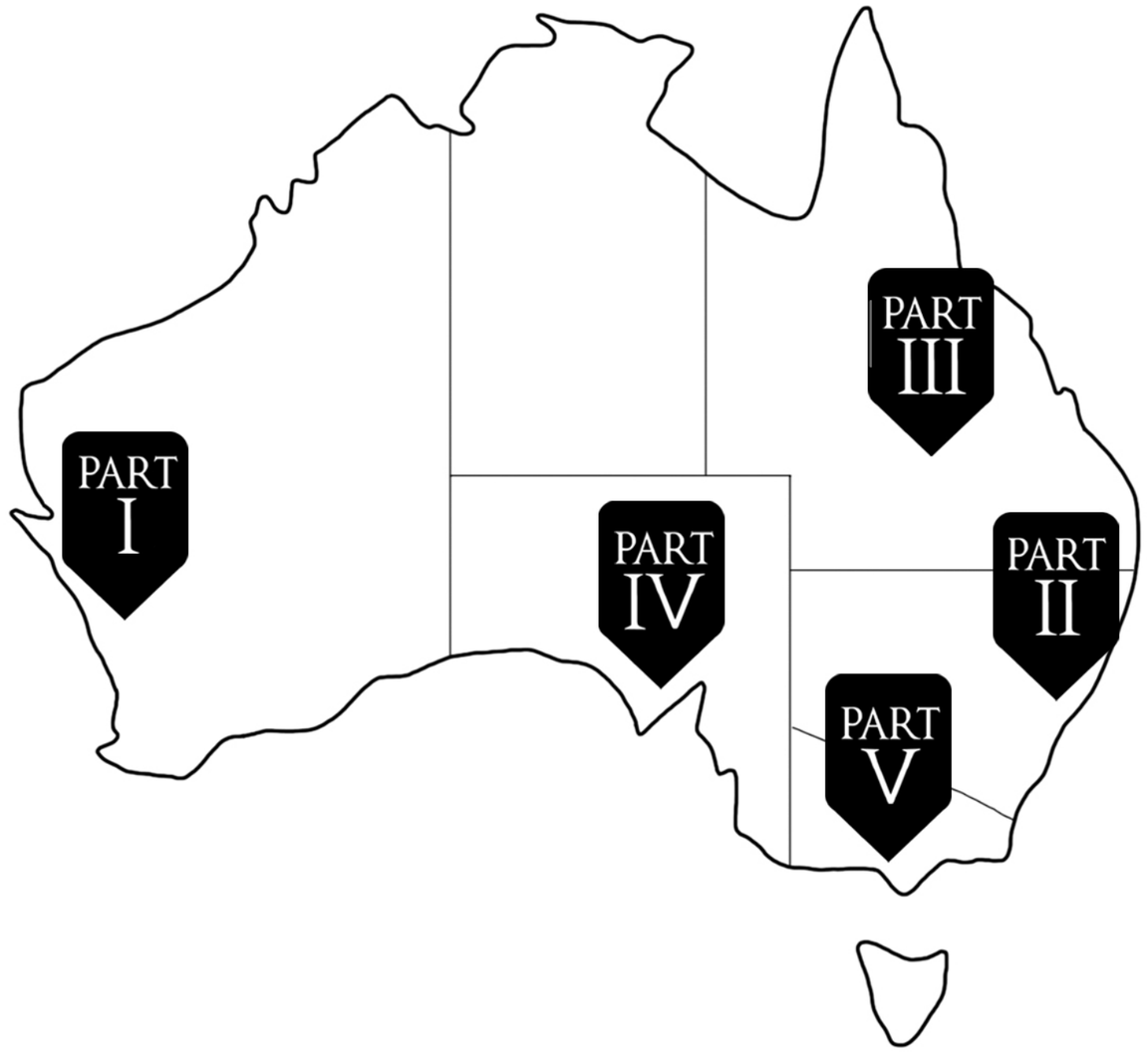
THE UNMISSABLE PLAY

We'll create the unmissable play, working with famous Australian directors and actors. Each part will be shown exclusively in a different state, so people have to travel not to miss out. Tiger Air tickets will include admittance to the play.





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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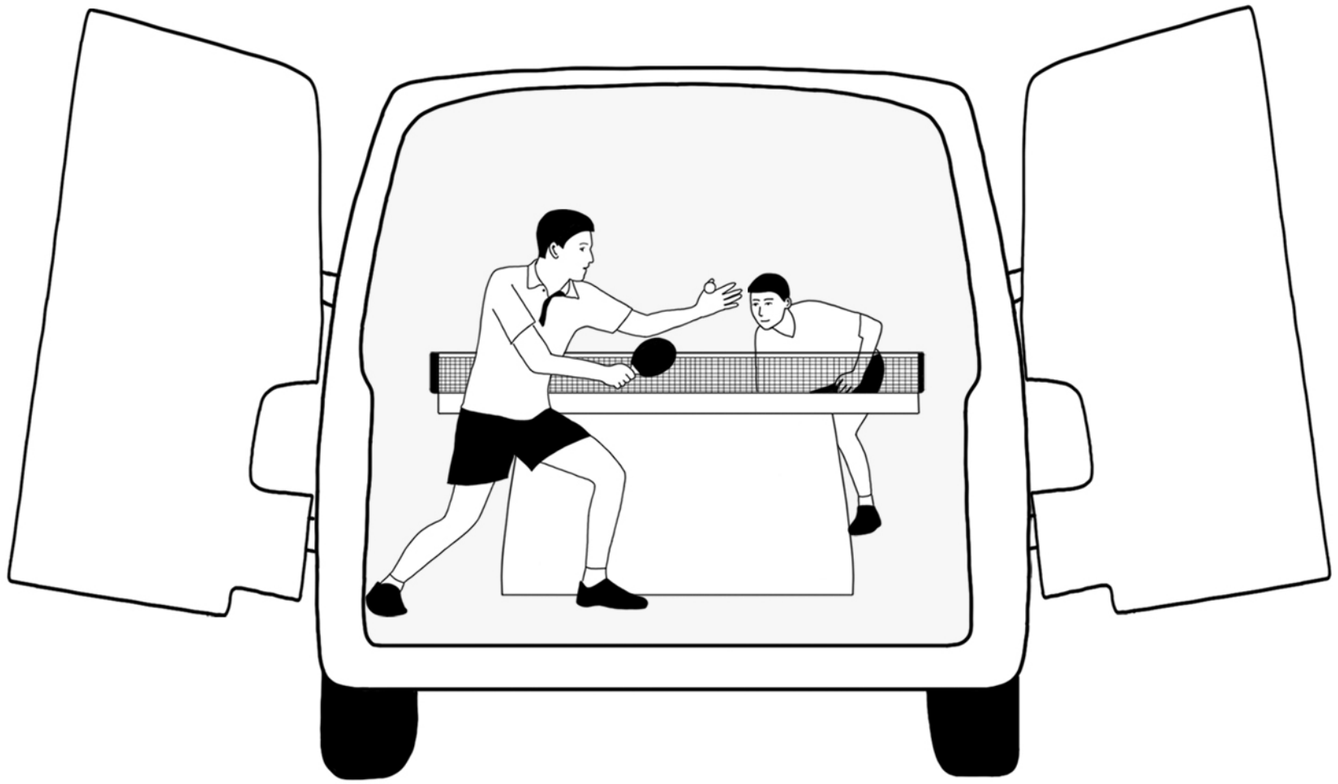
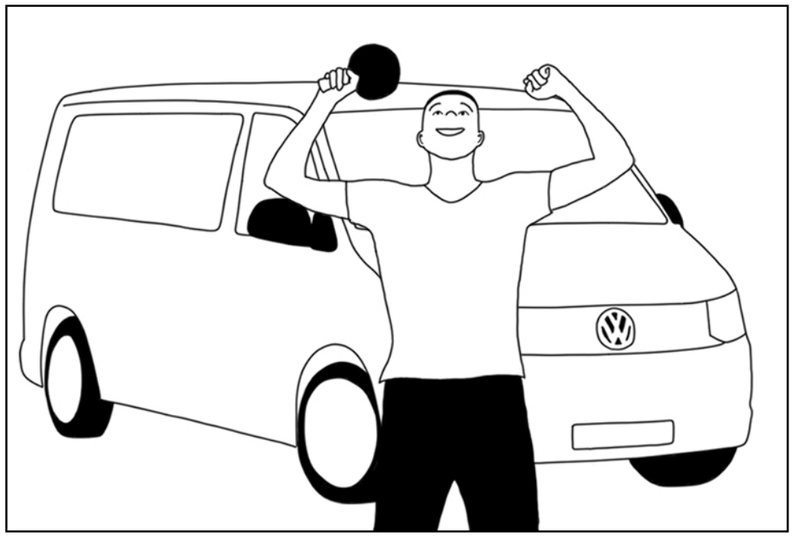
VAN FIRSTS

Due to its flexibility, the Transporter Van can do what other vans can't.
To celebrate this, let's do things that no van has ever done before.





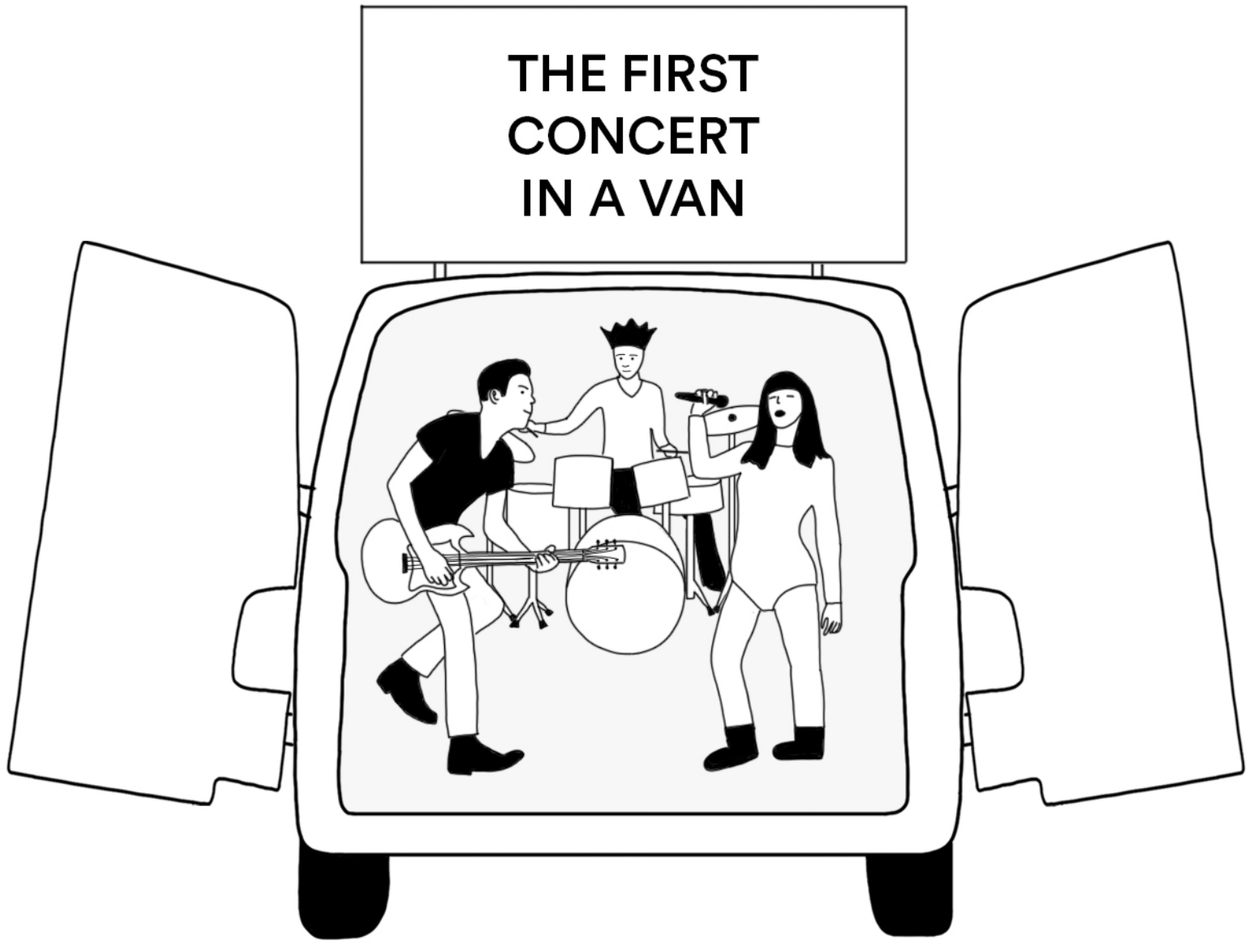
WILLIAM HENZEL WINS THE FIRST EVER PRO TABLE TENNIS MATCH PLAYED IN A VAN

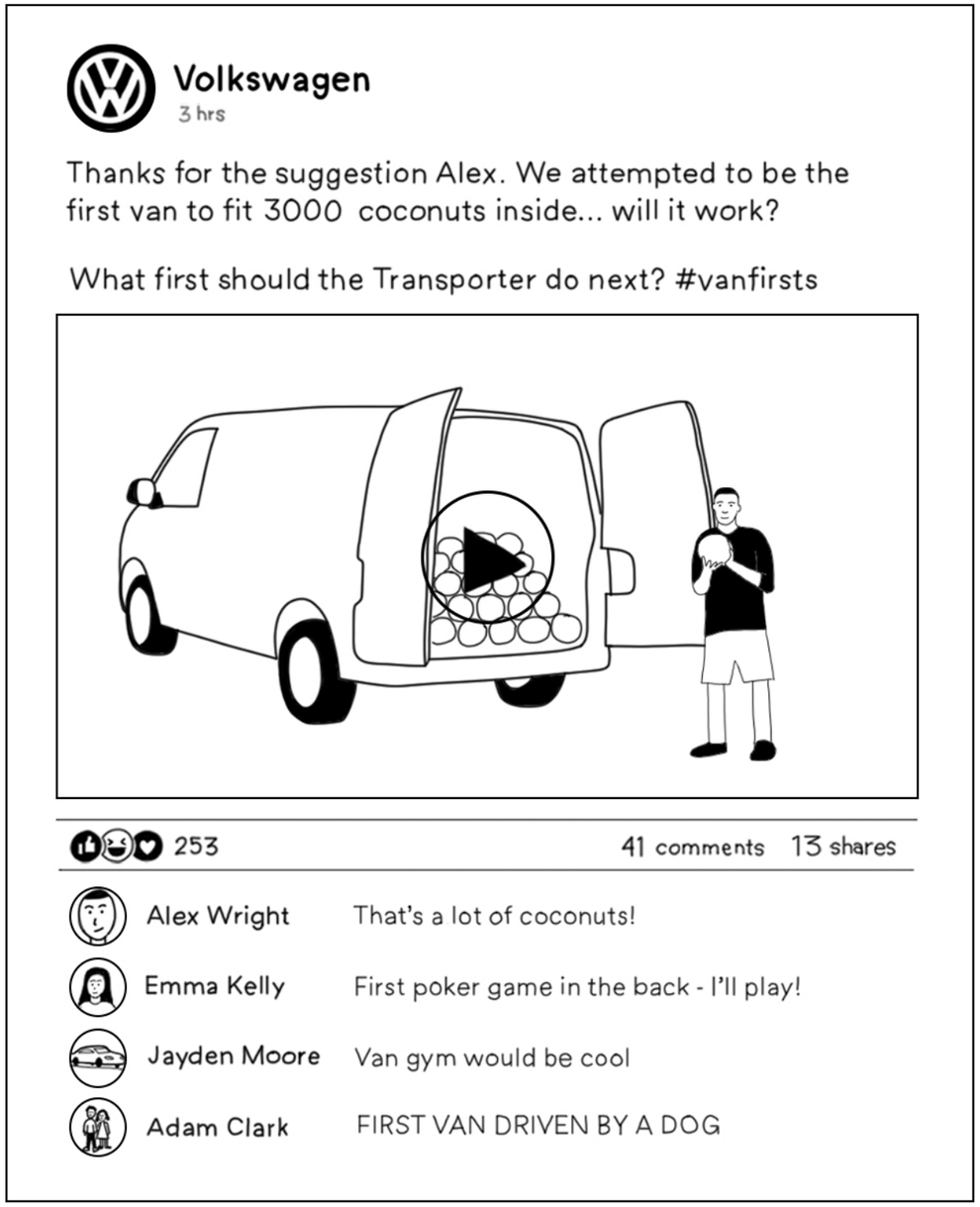
William Henzel defeated Timo Boll in what has been labelled as the strangest sporting event of the year. The two table tennis pros battled it out in the back of a Transporter Van, with the Australian claiming victory as well as the $50,000 prize.

The event was broadcast on Fox Sports as part of a new campaign by Volkswagen. A spokesperson for the company announced that they will be attempting what no van has done before. After this very unusual stunt we can only wonder - what will they do next?

MEDIA / PR

Broadcasting "van firsts" over various media channels,
such as the first televised sporting event in a van.





EXPERIENTIAL

Performing van stunts in popular areas, such as the first concert in a van.

SOCIAL

Getting people involved through social media, where they can suggest new firsts.

Brief Number:	**10**
Topic:	**Strategy**
Deliverables:	1/ New strategy and brief 2/ Accompanying creative idea
Client:	Penfolds
Product:	Red Wine
Target audience:	Young drinkers
Key insight:	Drinking red wine comes with a desirable social status for young adults. However, many give up on red wine because the taste is too bitter when compared to sugary alcohol drinks.
Proposition:	**Ease yourself into red wine**
Reasons to believe:	• People who drink red wine are perceived as more cultured and mature • Millennials are not drinking as much red wine as older generations • Red wine is notoriously an acquired taste, making it not very welcoming to newcomers.

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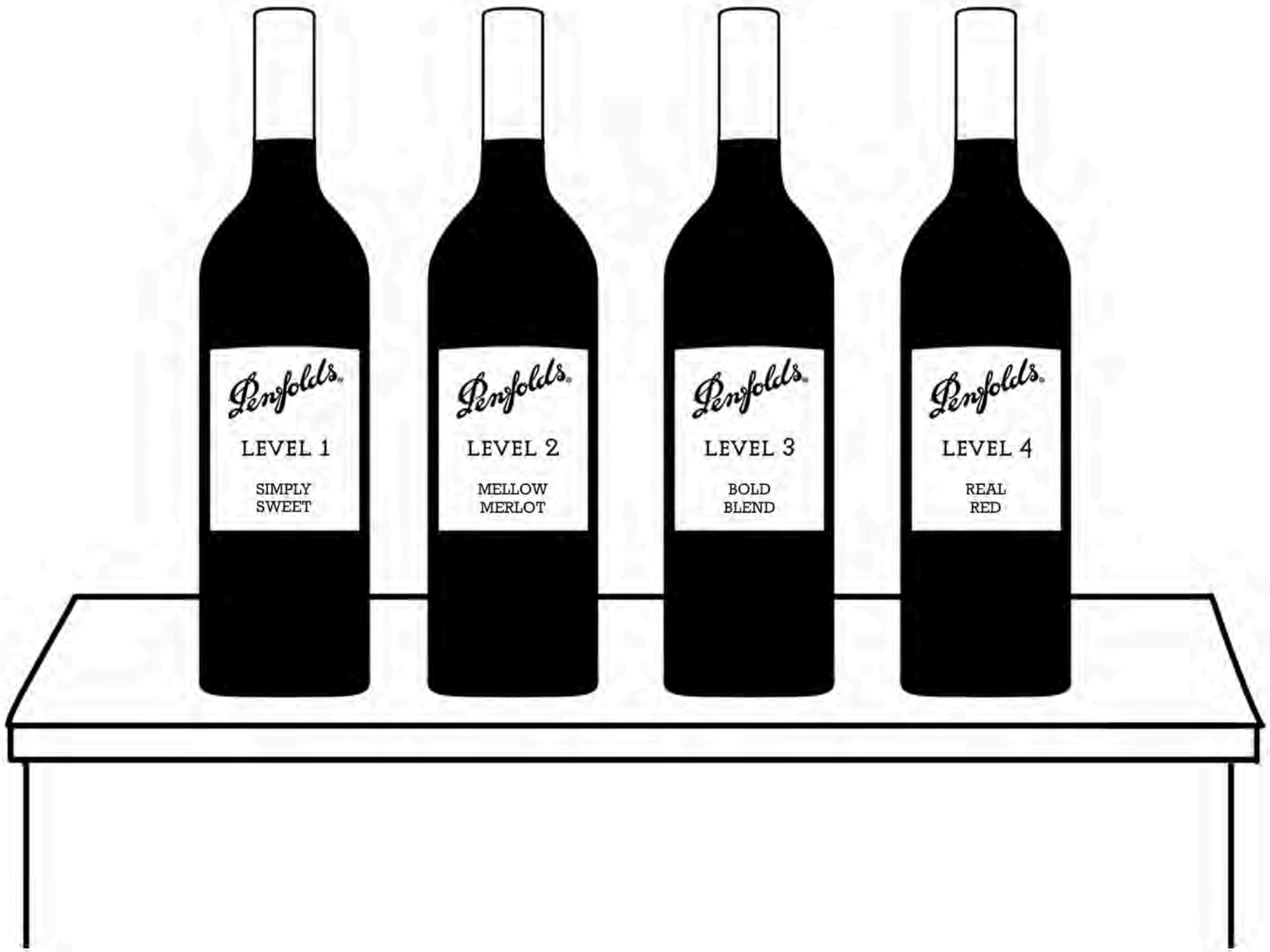
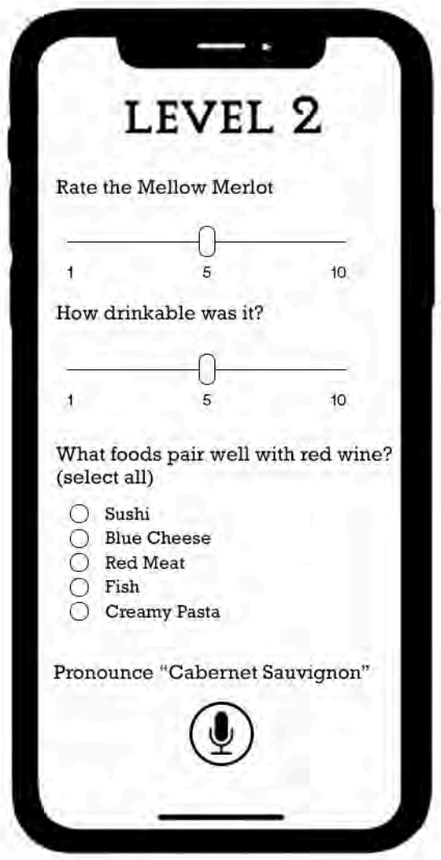
WINE FOR BEGINNERS

To turn red wine beginners into future connoisseurs, we will create a range of special wines that help them gradually develop their red wine palate.
Supported by an app that tracks their progress and improves their wine knowledge.