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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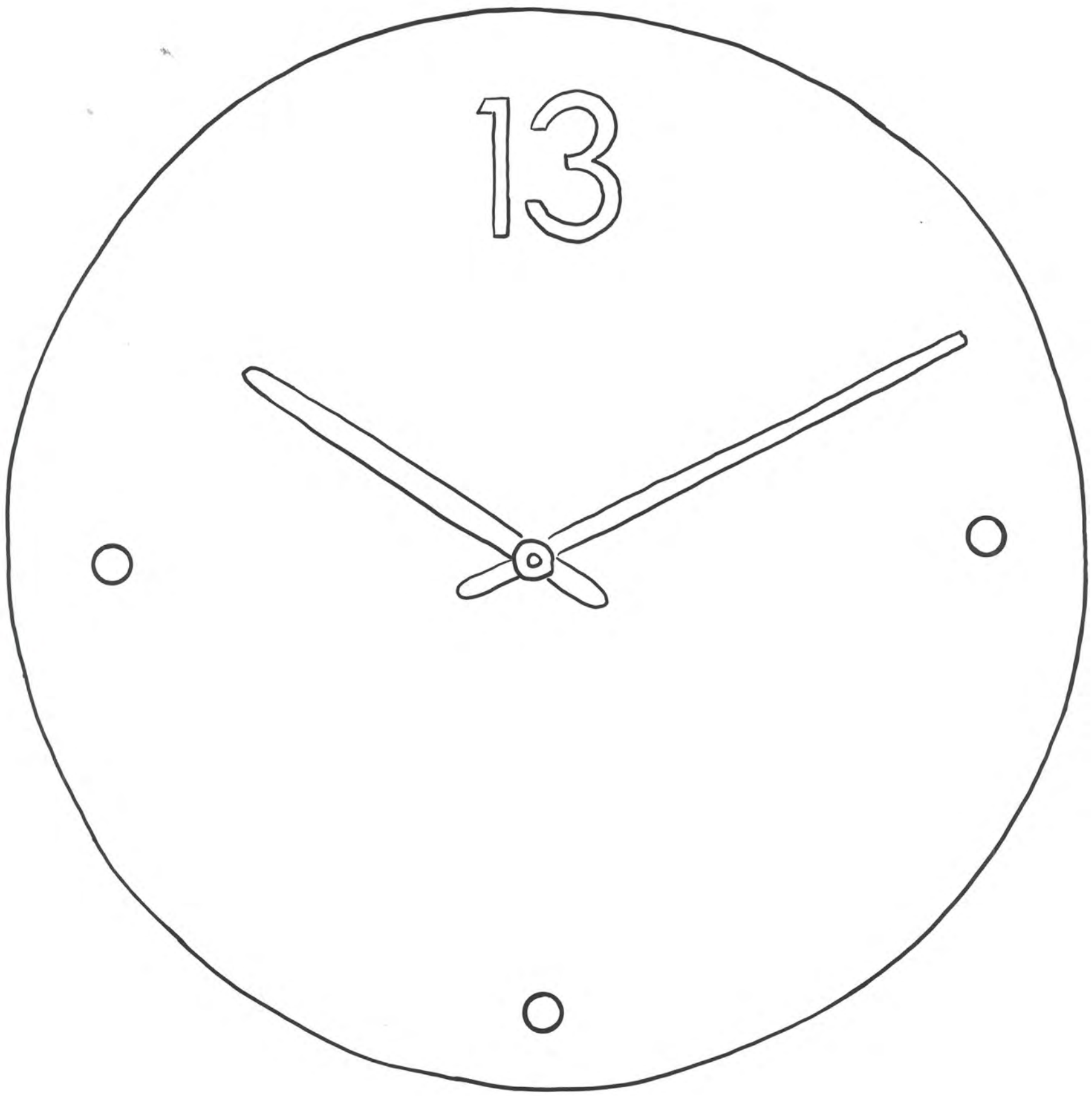

Fit more in

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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Switch off the iron. Check the door is locked. Lock the door. Turn off the air-conditioner. Turn on the lamp. Unlock the front door for the cleaner. Check on the dog. Switch off the heater. Check on the cleaner. Check the garage door is locked. Put the slow cooker on. Make sure cat is happy. Check motion sensor detector. Watch video of what set off the motion sensor detector. See it's the neighbours cat. Switch on the sprinkler. Put the robocleaner on. Switch off the sprinkler. Switch off the robocleaner. Check what set off motion sensor again. Note it's the postman, not a burglar. Admire car. Switch on the washing machine. Check the kids are home. See they're eating snacks. Auto-feed the cat. Check on kids again. Switch off the slow cooker. Change mind and switch it on again. Switch on the entry lights. Check kids are doing homework. Switch off TV. Dim the lights. Switch on the garden lights. Switch on lounge room lamps. Make sure delivery has arrived. Switch on entry lights. Unlock garage door. Switch on watering system. Open garage door. Lock garage door. Watch recorded video. Switch on TV. Switch on wi-fi. **When you're not there.**

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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The Pantry

VO1: (judgementally) Sumac. Expiry date. June 2017.

SFX: **Plonk.**

VO1: Wattleseed. Expiry date. April 2014.

SFX: **Plonk.**

VO1: Fermented shrimp paste. Expiry date. December 2003!

Mary: I can explain.

VO1: I've heard it all before Mary.

SFX: **Plonk.**

VO1: (fading) Pomegranate molasses. Expiry date... Mastika...

ANNCR: **UberEats. For foods you want to cook, but won't.**

Mary: It was for a Cypriot panna cotta.

VO1: I'm sure it was Mary, I'm sure it was.

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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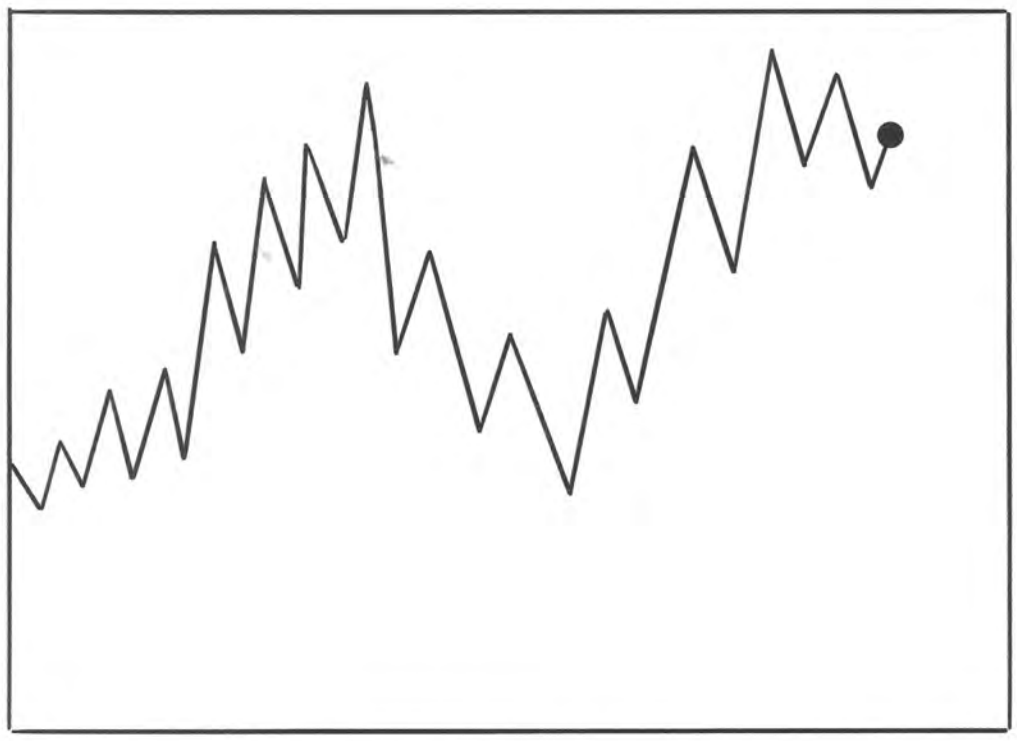
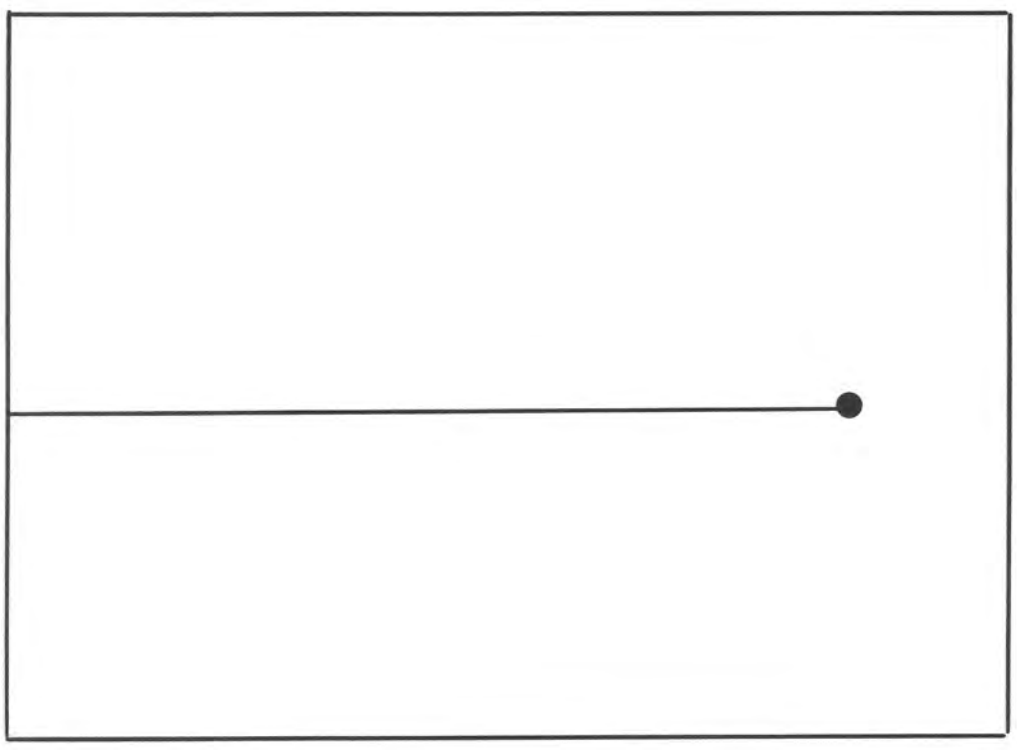


Animated waveform.

SFX: Sound of a distressed child screaming.

VO: This is the sound of a child being vaccinated.



SFX: Silence.

VO: This is the sound of a child who wasn't.

health.vic.gov.au

VO: The consequences of not vaccinating your child can be fatal.

Visit health.vic.gov.au to find out more.

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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#payforyourcrime

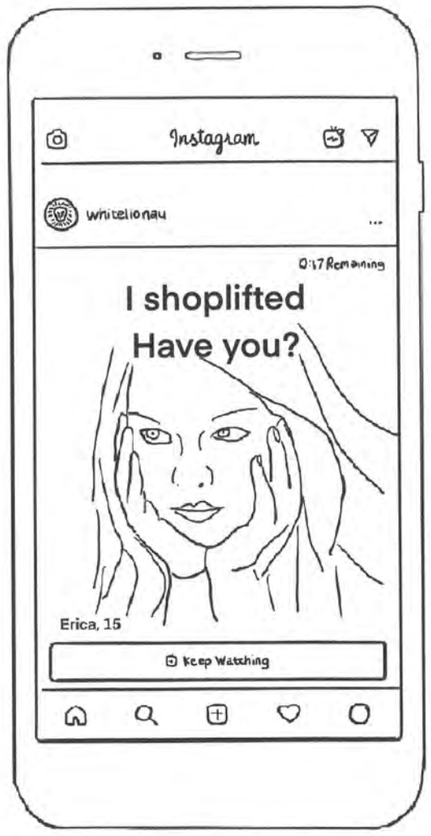
Help me with mine

INSIGHT
Kids who have committed crimes are just like us, but for most of us committing a crime is not a life sentence.

IDEA
Create empathy by letting 12 kids tell their stories, their way. Invite people to question whether they've committed similar crimes and what price, if any, they paid for theirs.

EXECUTION
Utilise Facebook and Instagram's video-enabled Ad tools inviting people to continue watching the kid's stories, leading them finally, to a redemption/ donation page.

META IDEA
Partnership between Whitelion and Facebook allows select Whitelion kids to contribute content and help execute the campaign - giving kids agency, ownership of the campaign and the chance to develop skills for the future.



I had been kicked out of home by my abusive father. I hadn't eaten in two days. I saw an opportunity, so I took it.

Whitelion kid shares her story.

By the time I was 18, I was buying and selling drugs and ended up in jail. It's hard to get a job when you're homeless. I was trying to avoid, you know, other ways of making money.

I've been in and out of jail twice. But I'm happy to say I have a job now. Whitelion has helped get a job and find a home.

If you've committed a crime and gotten away with it, you can make up for it by buying redemption for yours. You'll help young people like me break the cycle.

'Buy redemption' links to donation page

A Facebook Whitelion partnership

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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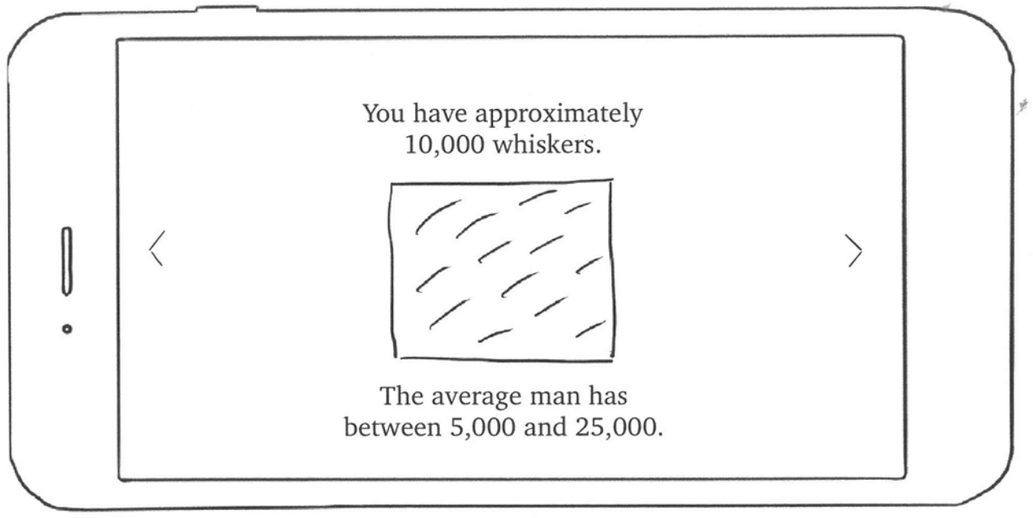
Whisker cost analyser

HOW MUCH MONEY ARE YOU THROWING DOWN THE DRAIN?

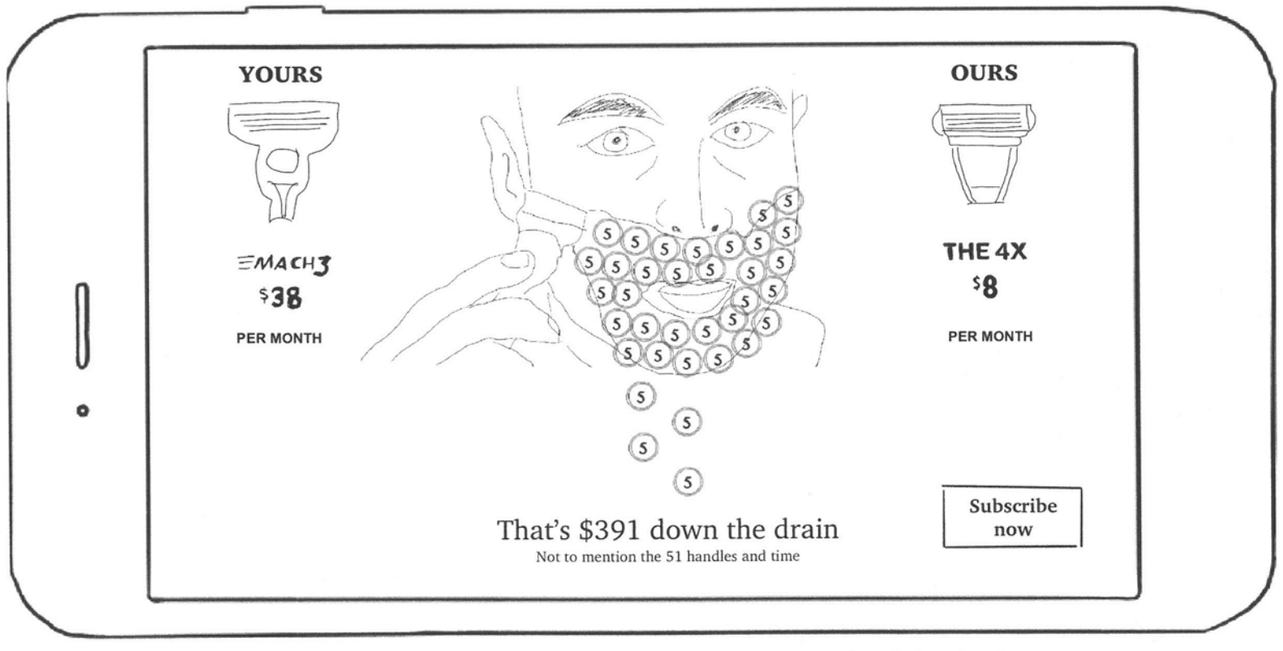
Web app analyses cost of shaving by requesting input.



App analyses whisker density and the cost of the regular razor to determine how frequently shaving is required and total yearly cost.

INSIGHT / IDEA
Companies make claims that seem too good to be true.

A web application available on the Dollar Shave Club website allows customers to determine the real cost of using their regular product compared to Dollar Shave club razors on a whisker per annum basis.



Snapchat-style filter animates the user's photo with the sound and visuals of money going down the drain as they shave.

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

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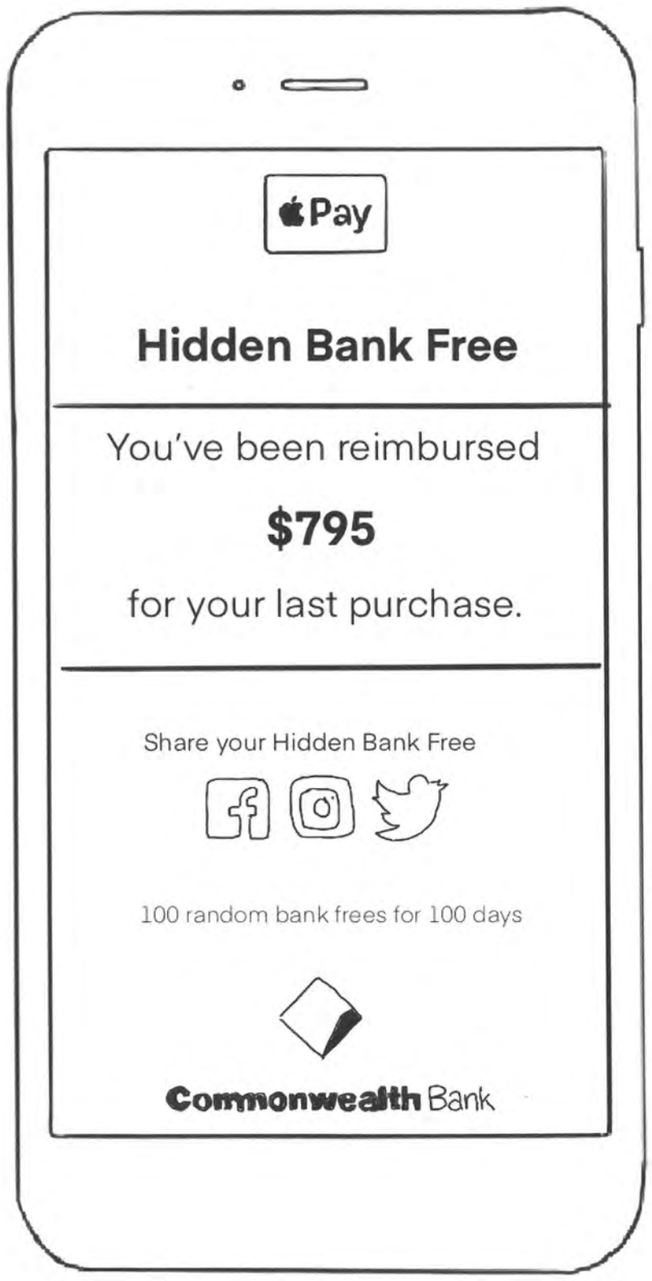
Hidden bank frees

INSIGHT
With hidden bank fees, high CEO salaries, and the hesitancy to pass on interest rate reductions, people's relationships with banks is not positive.

IDEA
Reward current ApplePay customers with a random, no strings attached, monetary reimbursement - the motivation to win would encourage new customers to sign-up, and discover how easy it is to use ApplePay.

EXECUTION
After paying for a purchase with Apple Pay, 100 random customers for 100 days, receive a message that their payment has been reimbursed and are encouraged to share their reward on social media.



Alert on Wallet app

Earned media

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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On-flight entertainment

INSIGHT

They say it's the journey and not the destination, but most people find flying boring and tedious and just a means to an end.

IDEA

TigerAir creates unique 'surprise and delight' on-flight experiences en route to select festivals, making the journey a new, unmissable moment.

EXECUTION

TigerAir partners with popular festivals in destination cities to create one-off live intimate experiences related to the festival; ranging from acoustic performances and readings to stand-up comedy and live interviews.

Festival examples: Dark Mofo, Woodford Folk, Adelaide Cabaret, Sydney Writers', Melbourne Comedy.

Start before you arrive

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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Frankenwagen

The world's most flexible van

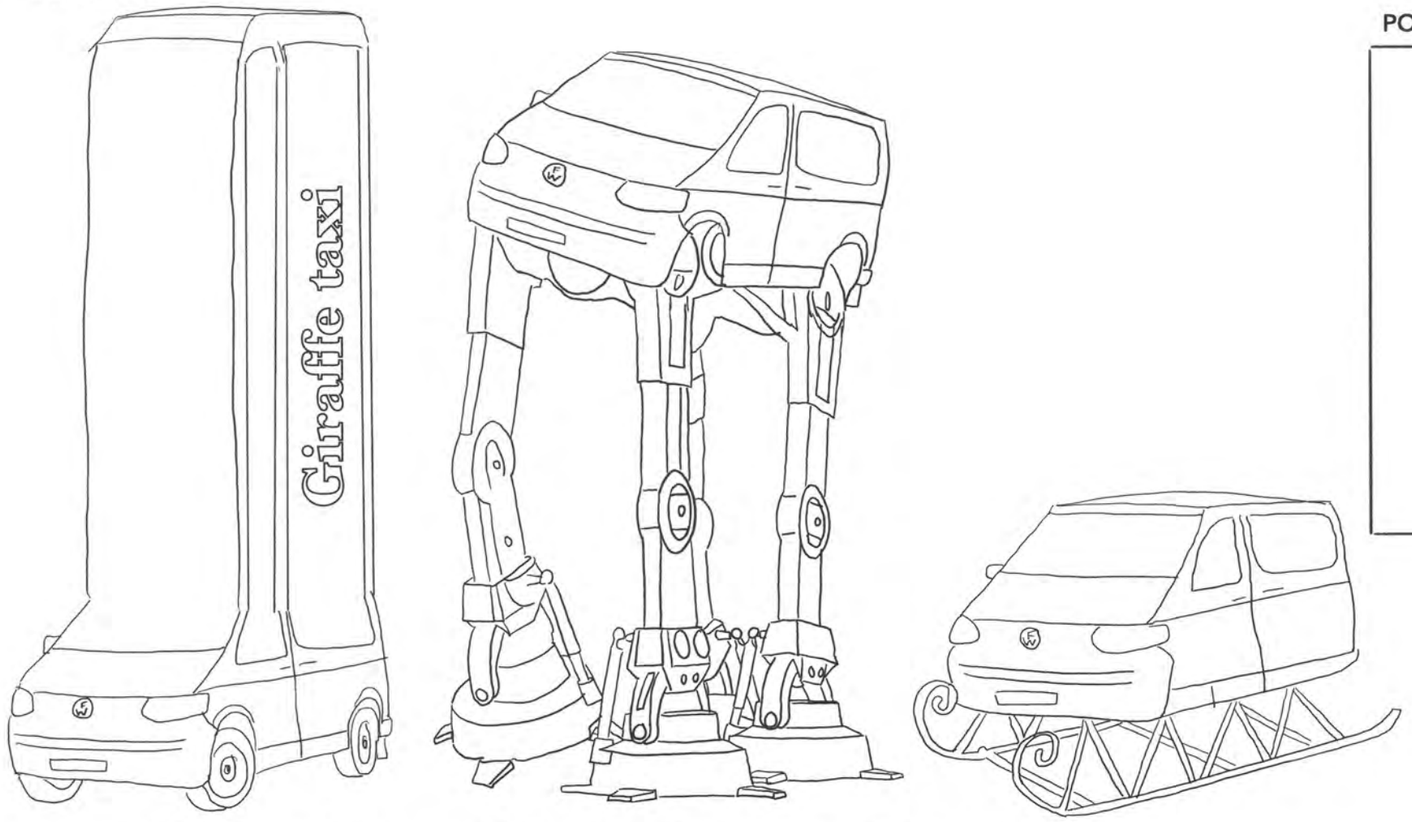
Week 1

INSIGHT
Volkswagen Transporter *is* the world's most flexible van - it couldn't be more flexible without being ridiculous.

IDEA
Show how flexible the Transporter is by creating a ridiculous competitor vehicle - the Frankenwagen.

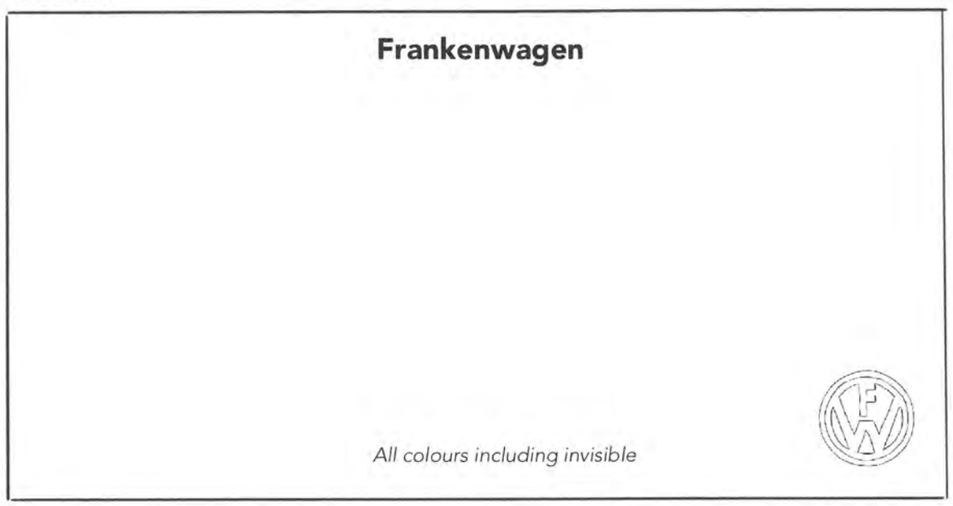
EXECUTION
Introduce the world to the Frankenwagen first week followed by the Volkswagen Transporter the following week. The two vans troll each other in their advertising in the style of McDonalds / Burger King wars; all while highlighting the Transporter's actual range and flexibility.

PROMO VEHICLES

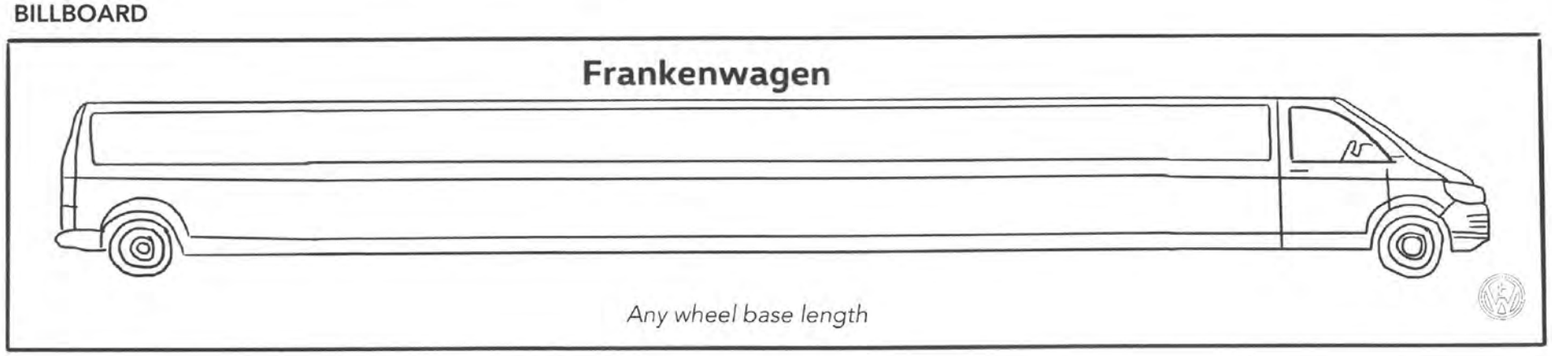


'Driven' through the country and cities and placed at car shows and sporting events.

POSTER



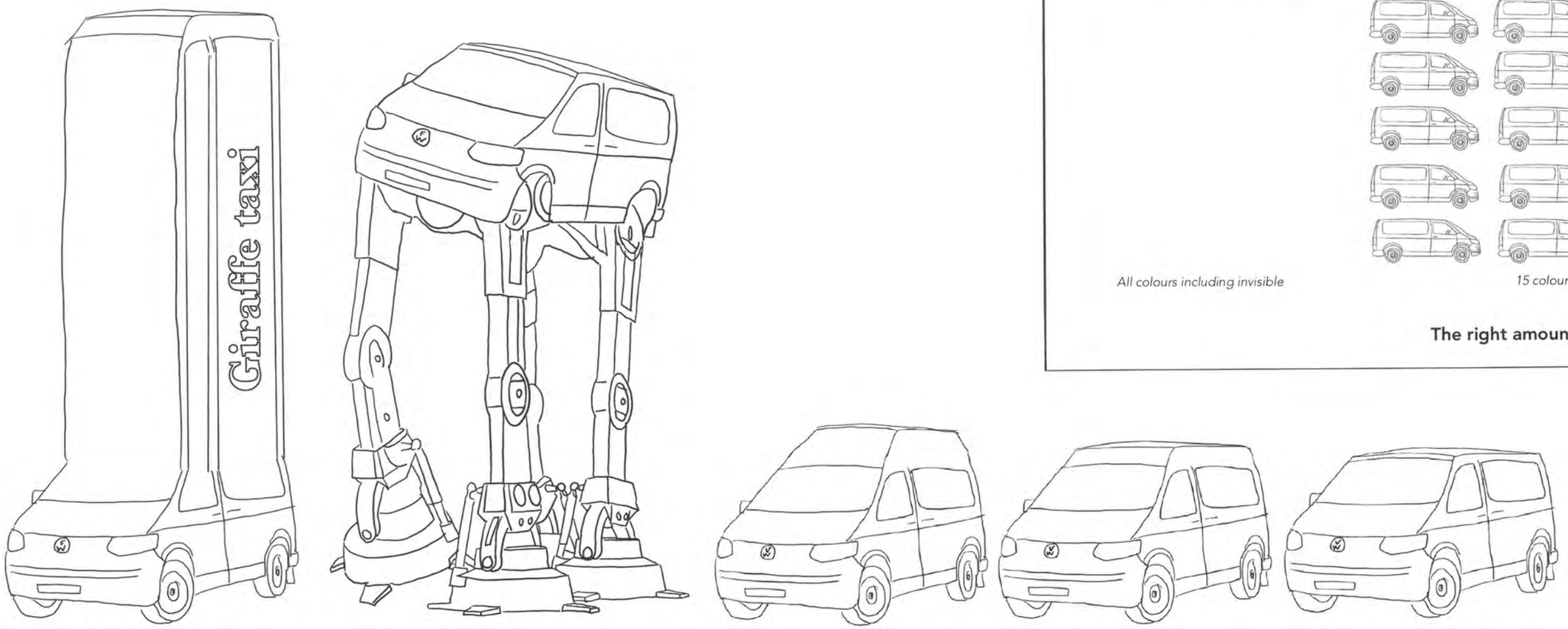
BILLBOARD



Volkswagen Transporter

Week 2

The right amount of flexible

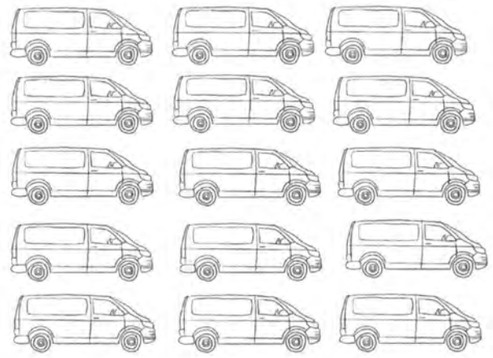


PROMO VEHICLES

POSTER

Frankenwagen

Volkswagen Transporter



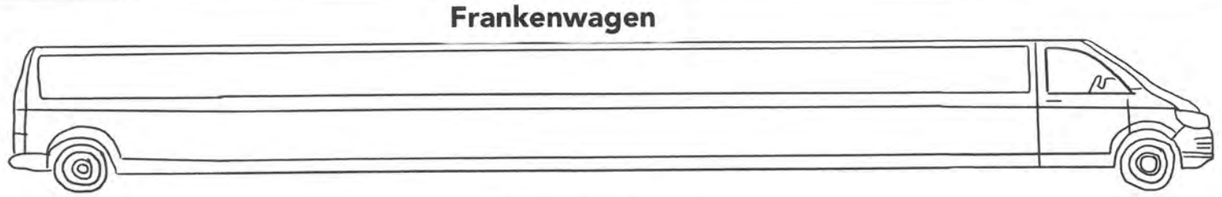
All colours including invisible

15 colours

The right amount of flexible

BILLBOARD

Frankenwagen



Any wheel base length

Volkswagen Transporter

Short or long wheel base

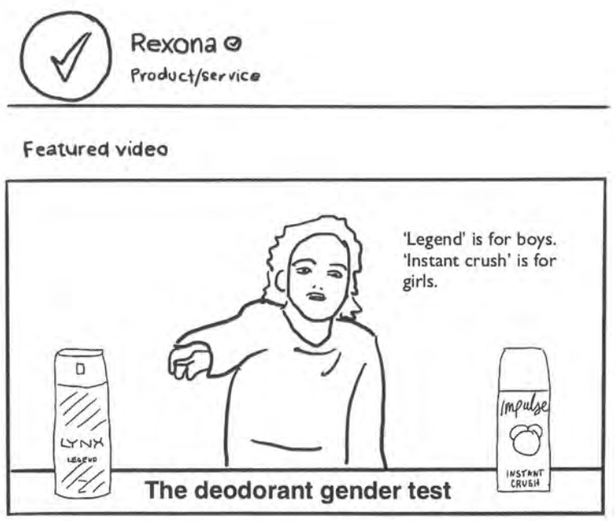
The right amount of flexible

Brief Number:	**10**
Topic:	**Strategy**
Client:	Rexona
Product:	Anti-perspirants and deodorants
Target audience:	People who wear deodorant
Key insight:	**Men and women don't necessarily like the fragrances of personal care products marketed to them, tending not to buy or try products found in the 'other' category.**
Proposition:	One deodorant for all people
Reasons to believe:	• Scent is gender neutral. • Packaging and labelling found on personal care products fall into two narrow male/female categories. • Products marketed to women come in pink, pastel and floral packaging, with submissive language that objectifies women. Example labels include 'sexy bouquet', 'instant crush' and 'romantic spark'. • Products marketed to men come in black, and charcoal packaging with active macho labelling including 'adrenaline', 'legend' and 'defiance'. These labels are sexist and outdated. • People first start using deodorants as teenagers. Are these the right messages to be sending young people especially when society is beginning to recognise broader gender categories?

Rexona for humans

Deodorants and anti-perspirants for all humans

'With labels such as 'sexy bouquet' and 'adrenaline' we asked ourselves what message are we getting across?'
Rexona



We asked kids to respond to personal care products. This is what they had to say.

Social

New range

Poster
People are invited to remove old outdated labels off posters.

Anti-labels. Anti-stereotypes. Pro-human.

INSIGHT
Men and women do not necessarily like fragrances marketed to them and are disinclined to buy products from the 'other' range.

IDEA
Acknowledging that the world has moved forward and that it's time for them to too, Rexona develops a gender-neutral range of deodorants and anti-perspirants for all humans.

EXECUTION
Rexona highlights the issues of gender stereotyping, inviting people to support the move forward by encouraging people to interact with their media revealing the new range.