



## 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.



BRIEF ONE

*FINISH YOUR BREKKIE...*

**FINISH YOUR BREKKIE  
BY THE TIME YOU  
FINISH READING  
THIS**





## 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

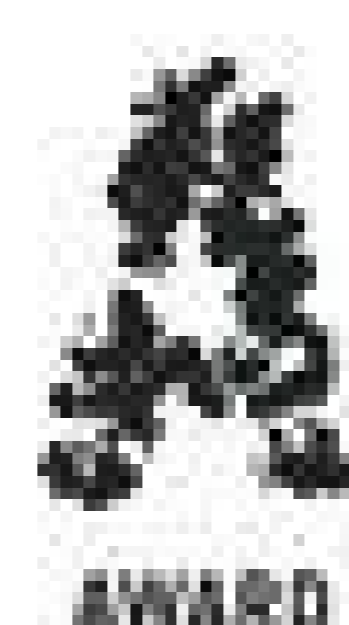
**Target audience:** Homeowners across Australia

**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



# WEIRD THINGS HAPPEN.



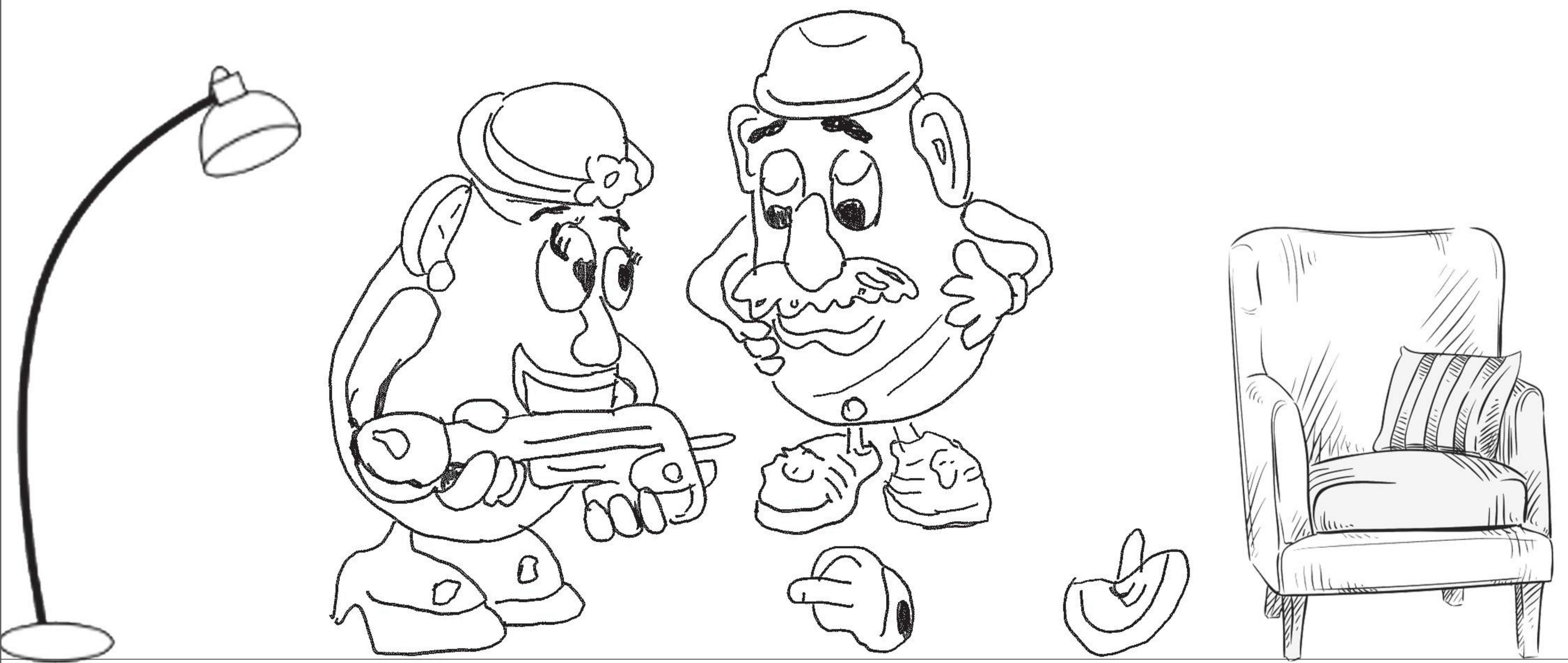
SEE WHAT HAPPENS WHEN  
YOU'RE NOT THERE.



SEE WHAT HAPPENS WHEN  
YOU'RE NOT THERE.



SEE WHAT HAPPENS WHEN  
YOU'RE NOT THERE.





## CREATIVE BRIEF

<b>Brief Number:</b>	<b>3</b>
<b>Topic:</b>	<b>Radio</b>  30 second radio ad
<b>Client:</b>	UberEats
<b>Product:</b>	UberEats
<b>Target audience:</b>	Baby boomers (approx. 54-74 years old)
<b>Key insight:</b>	Baby boomers are more adventurous with their lifestyle than previous generations, but haven't yet adopted on-demand food delivery
<b>Proposition:</b>	<b>Taste the world at home</b>
<b>Reasons to believe:</b>	<ul style="list-style-type: none"><li>• Restaurant-quality food at home</li><li>• No need to call or travel to pick up</li><li>• New flavours and cuisines to experience</li><li>• Access to restaurants beyond your local area</li></ul>



**BRIEF THREE**

***FROM THE WORLD TO YOUR DOOR***

- SFX: Boiling water in pot
- SFX: Kitchen chefs scream in Italian
- SFX: Pans and pots banging
- SFX: Rustling food going in paper bag
- SFX: Sound of vespa engine starting and riding off
- SFX: Airport announcements in Italian
- SFX: Plane taking off and landing
- SFX: Car unlocking sound and ignition starting
- SFX: Screeching tires and car door closing
- SFX: Door bell rings
- MVO: Linguine Arrabiata Di Parmesan?
- FVO: Yeah, thanks! Have a good one.
- SFX: Door closes
- FVO2: Uber Eats. From the world to your door.



## 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



BRIEF FOUR

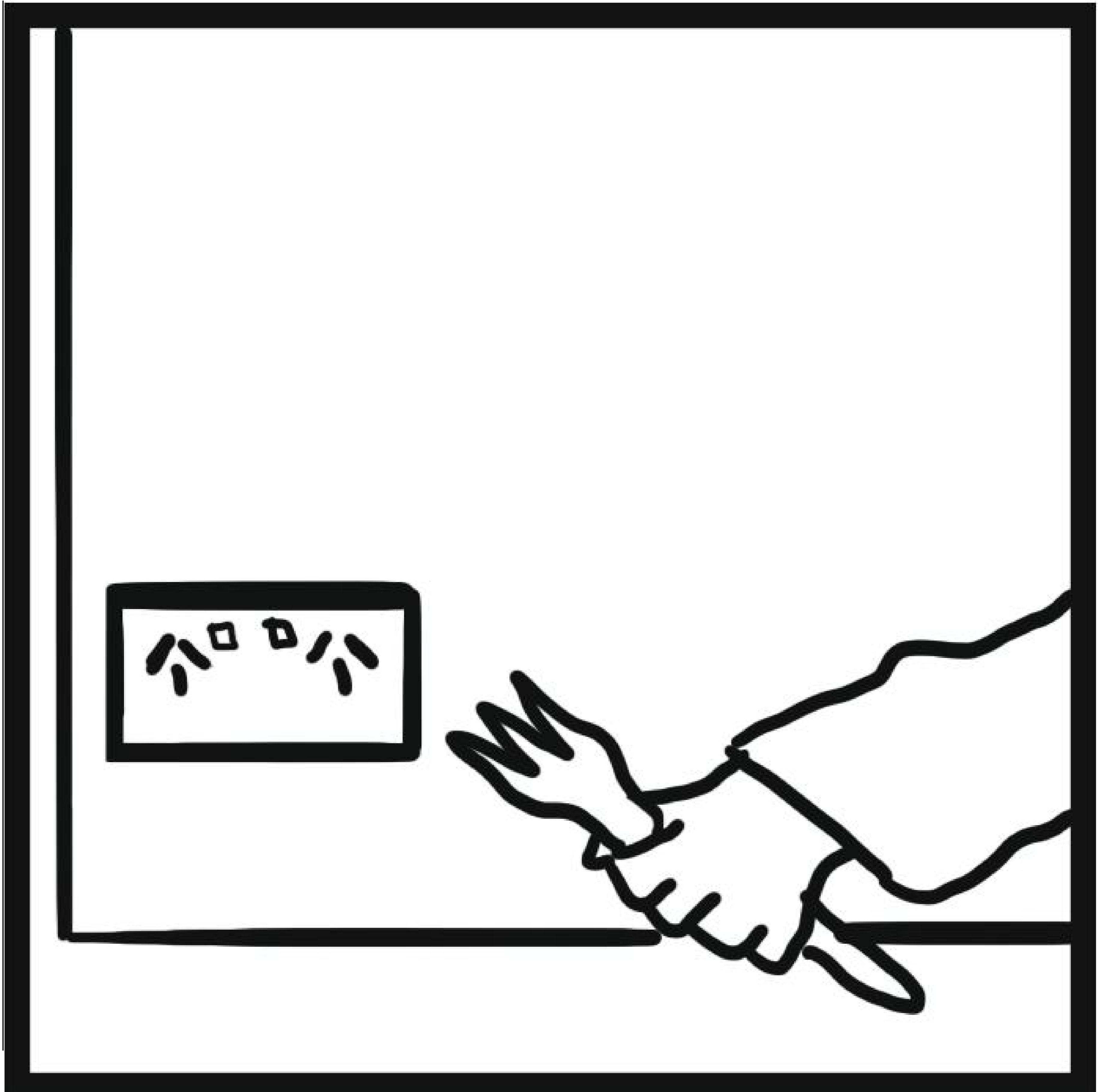
KILL YOUR CHILD



SFX: Pouring liquid



SFX: Suspense building music



SFX: Suspense music continues

FOR AN EASIER WAY  
TO KILL YOUR CHILD,  
JUST *DON'T* VACCINATE.



FVO: This message is 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](http://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:**

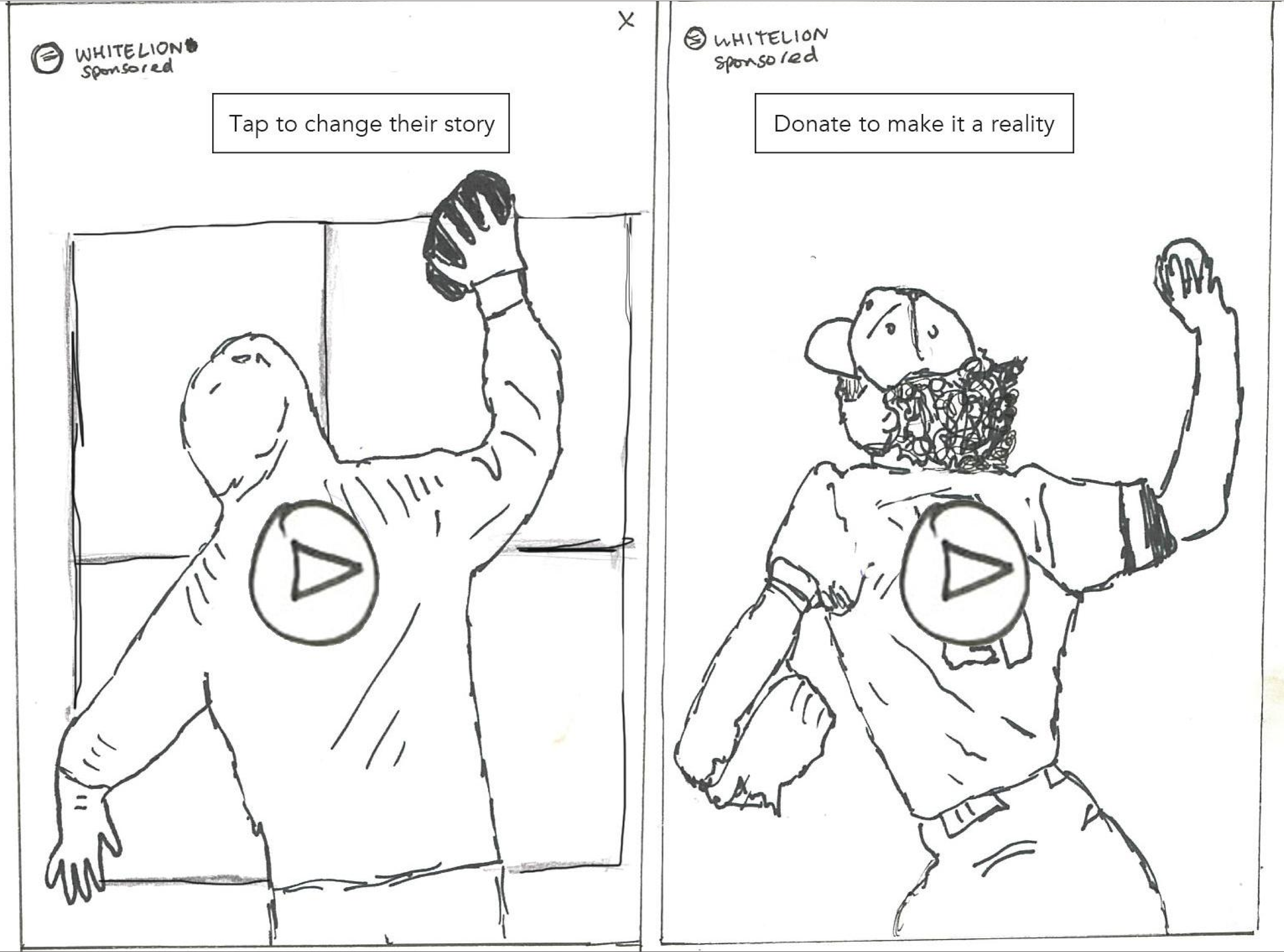
- Over 50,000 children and young people are in 'Out of Home' care, over 23,000 are homeless and 10,000 are in the youth justice system
- Young offenders have no access to services that can help keep them from returning to jail and break the cycle
- A donation to Whitelion helps provide practical support 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.



BRIEF FIVE

"TAP TO CHANGE THE STORY"

Create ten second videos on Instagram Stories that engage users by asking them to 'tap to change the story'. These videos will transition from a negative crime to a positive action seamlessly.





## 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



**BRIEF SIX**

***SHAVE THE WORLD***

**Insight:**

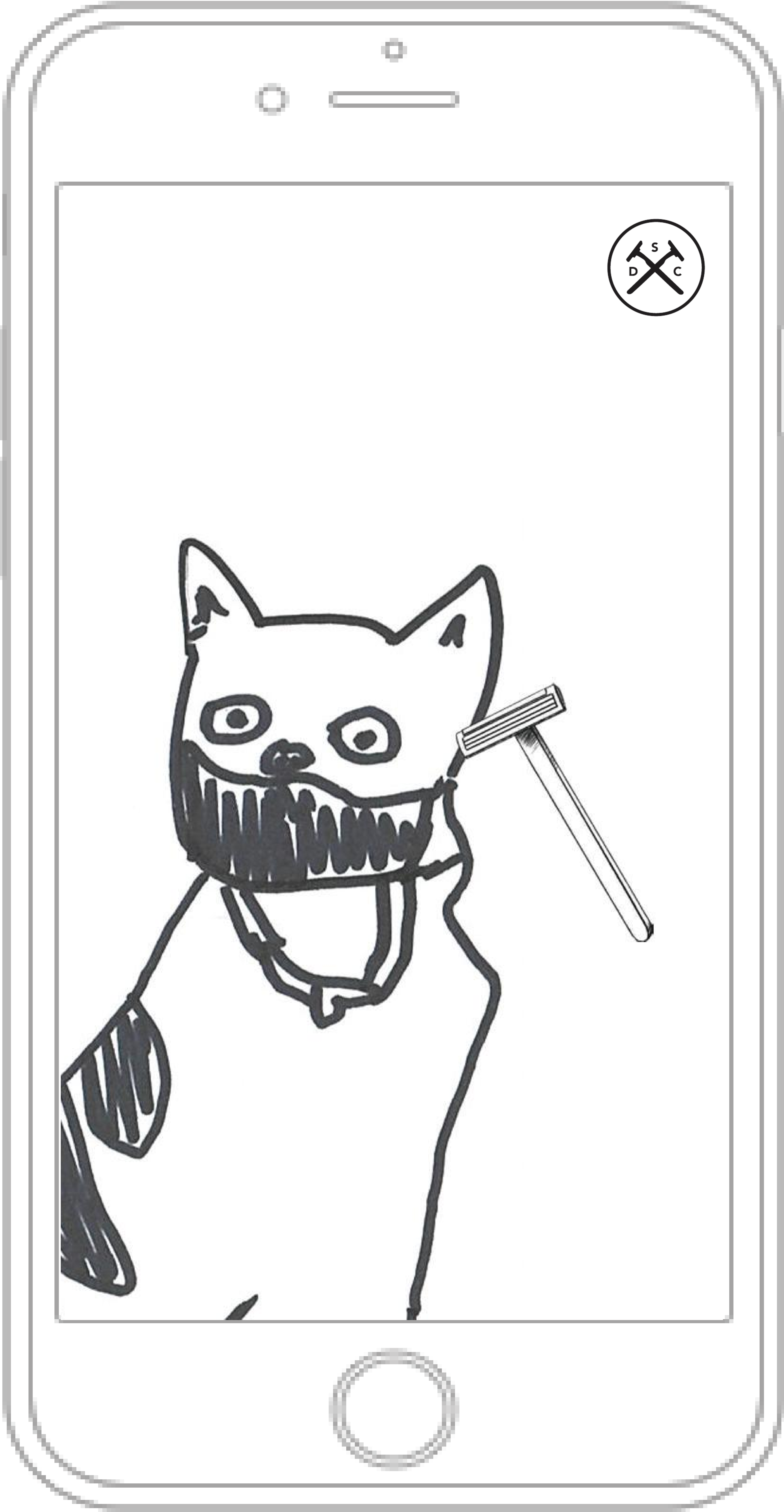
When shaving is this cheap, you'll get carried away.

**Idea:**

Shave the WORLD - an AR App.

**Execution:**

With this AR App, you will be able to put a beard on literally anything and shave it off, even your damn cat.





## 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



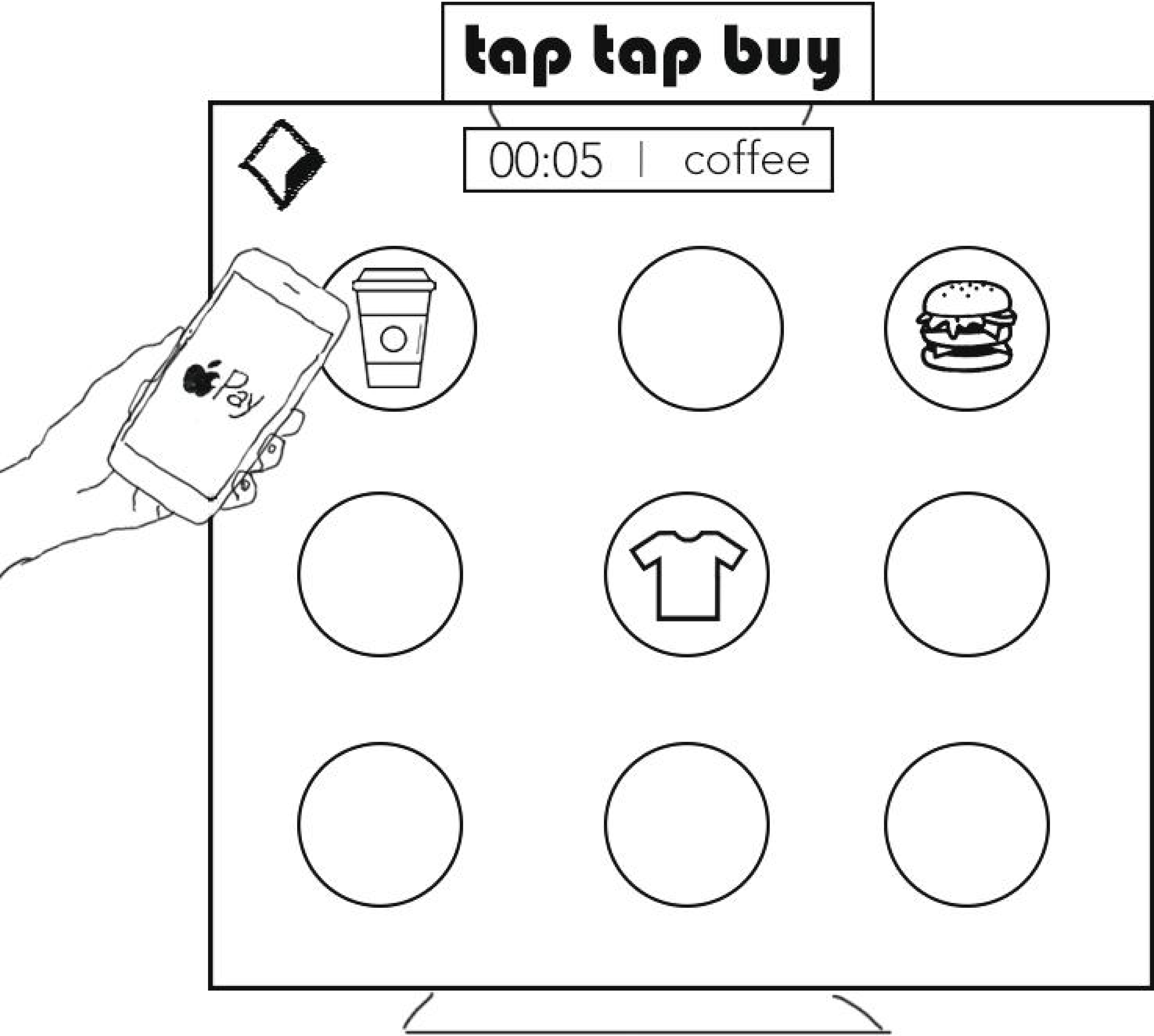
BRIEF SEVEN

TAP TAP BUY

A game for pedestrians with iPhones

Buying with Apple Pay is fun, seamless and easy. It makes life feel a bit like a game. So let's make it one.

'Tap Tap Buy', an interactive billboard, placed in high-traffic areas, will ask iPhone users to match the word on the screen with the items on the board simply by tapping their phone. The longer they last, the bigger the prizes get. That easy.





## 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



BRIEF EIGHT

“MATCHING LUGGAGE”

Meet the ‘Matching Luggage’ printer, a customisable sleeve printer at airports that will let you put the unmissable moment you’re travelling for straight onto your luggage. With Tigerair, branded with tigerair at the bottom so we associate unmissable moments people are for with Tigerair.





## 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



FLEXIBLE ENOUGH FOR ANY BUSINESS

Introducing Volkswagen’s Wacky Businesses. Think of a crazy business that probably shouldn’t exist...Well, this van is SO flexible, it can handle *any* business.

Radio

Chris’ Catholic Books and Sexy Toys Script

SFX: Sexy music playing

FVO: Forgive me daddy, I’ve been a naughty girl...

SFX: Divine church music playing

FVO 2: Forgive me father, for I have sinned...

SFX: Awkwardly long throat clearing

MVO: Whichever one you are, Chris’ Catholic Books and Sexy Toys has you covered

MVO: Volkswagen Transporter.

MVO: Flexible enough to handle ANY business.

Ambient





**VAN-DOM BUSINESS GENERATOR**

**sleeping pills & laxatives**

GENERATE

*The White Tees & Red Wine Co.*

GENERATE



**A VAN FLEXIBLE ENOUGH FOR ANY BUSINESS.**



Digital Banner



<b>Brief Number:</b>	<b>10</b>
<b>Topic:</b>	<b>Strategy</b>
<b>Deliverables:</b>	1/ New strategy and brief 2/ Accompanying creative idea
<b>Client:</b>	JC Decaux
<b>Product:</b>	Outdoor media placement
<b>Target audience:</b>	Brands who need to elevate sentiment
<b>Key insight:</b>	Heaps of people everyday either pat, point or gush at dogs that pass them in the street
<b>Proposition:</b>	Advertising that's impossible to hate
<b>Reasons to believe:</b>	<ul style="list-style-type: none"><li>- (Mostly) everybody loves dogs</li><li>- Dogs make people happy</li><li>- There's a breed for every brand</li><li>- Traditional advertising that's truly mobile</li></ul>

[www.jcdecaux.com.au/dogvertise](http://www.jcdecaux.com.au/dogvertise)

JCDecaux



INTRODUCING  
DOGVERTISING

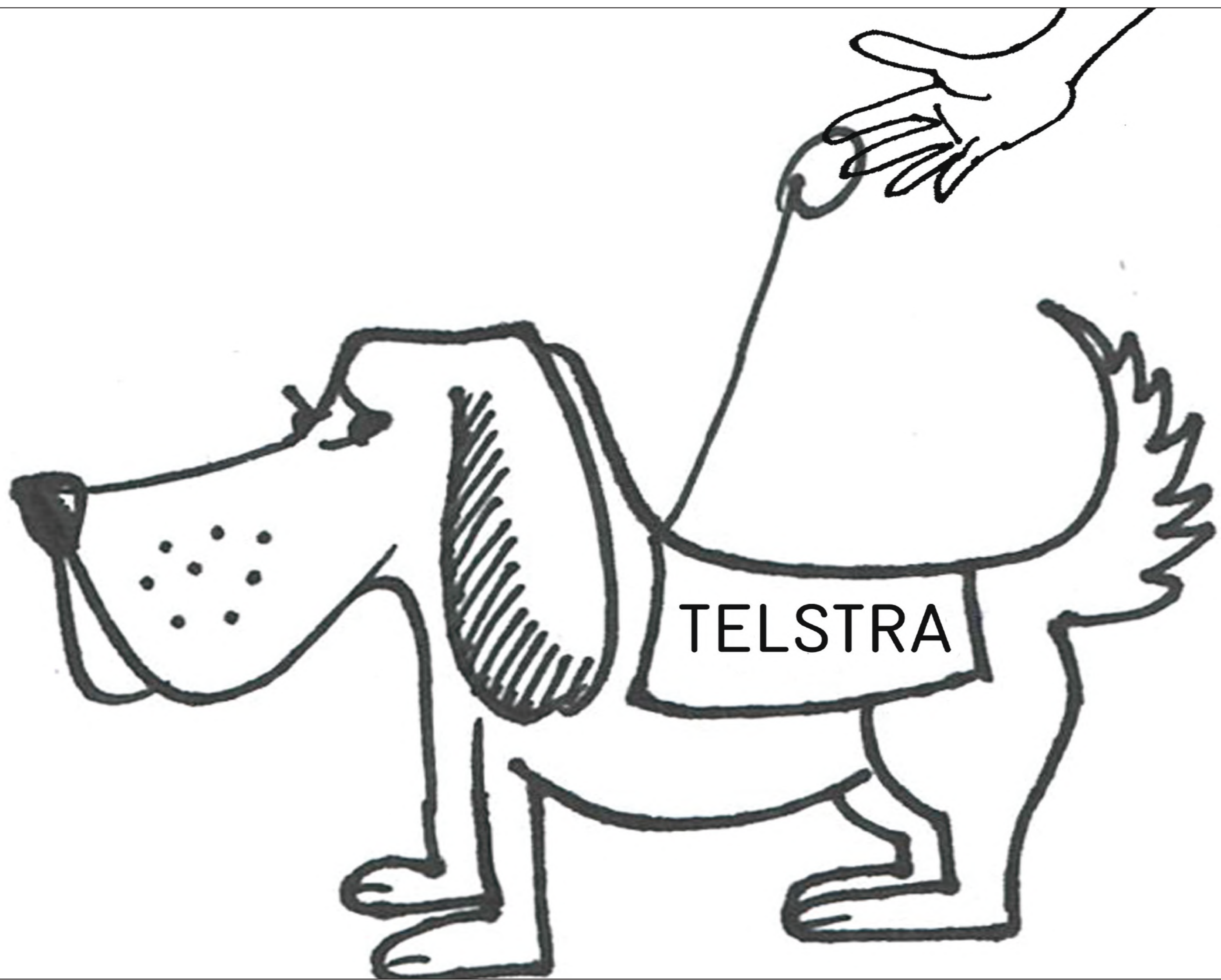
*There's a breed for every brand.*



Welcome to 'dogvertising', the world's first truly unhateable advertising platform. Picture your brand getting cuddles on the streets of Australia. Now, that's brand love.

CLICK HERE IF YOU'RE A  
**DOG OWNER.**

CLICK HERE IF YOU'RE A  
**BRAND LOOKING  
TO DOGVERTISE.**



We measure impressions in 'awwws'. Reach (a unique impression) is measured in pats and belly rubs. The ultimate goal is to get your brand cuddled and loved by as many Australians on the streets as possible. Looking for reach? Ask about Golden Retrievers/ Labradors! Looking for frequency? People often stop at the same Cavoodle many times.

*So far, we've increased positive sentiment by over 633% for over 100 brands in Australia.*

*Our luxury advertisers love Dachshunds.*

*Our sports advertisers love Kelpies.*

**Dogvertise with us today!**

