

BRIEF 1: POSTER

PRODUCT

Vanish NapiSan

PROPOSITION

**Effective against
all stains.**

GET people who do the washing

WHO don't feel confident treating
stains on coloured clothing

TO use Vanish NapiSan for stain
removal on coloured and whites

BY letting them know our product
is colour-safe, and uses a chlorine
bleach-free formula.



**For whatever stain
comes to mind**



vanishstains.com.au

BRIEF 2: PRINT CAMPAIGN

PRODUCT

13SICK, National Home Doctor

PROPOSITION

**When you can't
get to a doctor
but they can get
to you.**

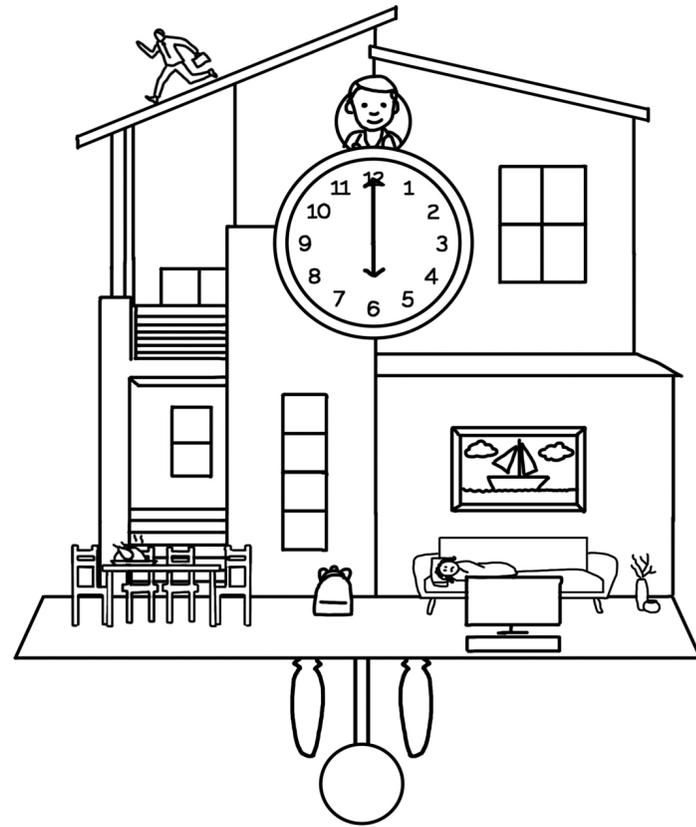
GET parents

WHO are worried about their kid's
health after hours

TO request an after-hours,
doctor home visit

BY downloading the 13SICK,
National Home Doctor app.

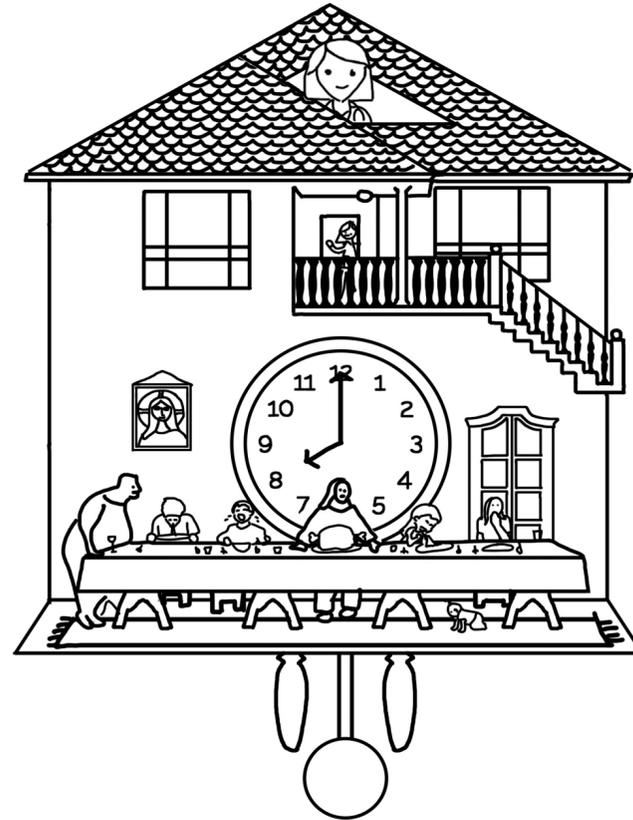
Hickory dickory Doc



Dad just got off the clock,
the clock struck six, his kid is sick,
oh no!
But thank goodness for the home Doc.



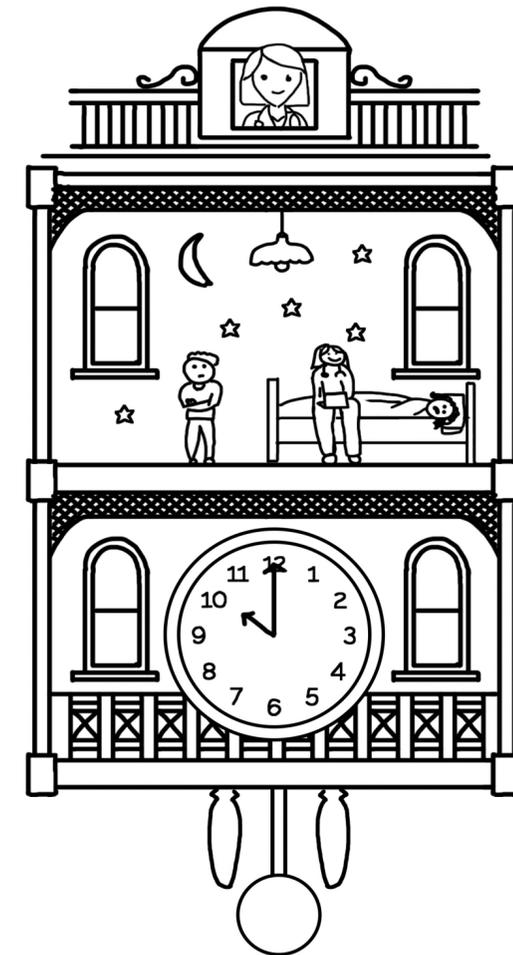
Hickory dickory Doc



We all just ate pork chops,
the clock struck eight, we vomit up our plates,
hey Doc, where are ya mate?!
Knock knock!



Hickory dickory Doc



The sickness doesn't stop,
the clock struck ten, it's bed time then,
we need to call the Doc,
Tick tock!



BRIEF 3: VIDEO

PRODUCT

Northern Territory Tourism

PROPOSITION

**More than just
a big rock.**

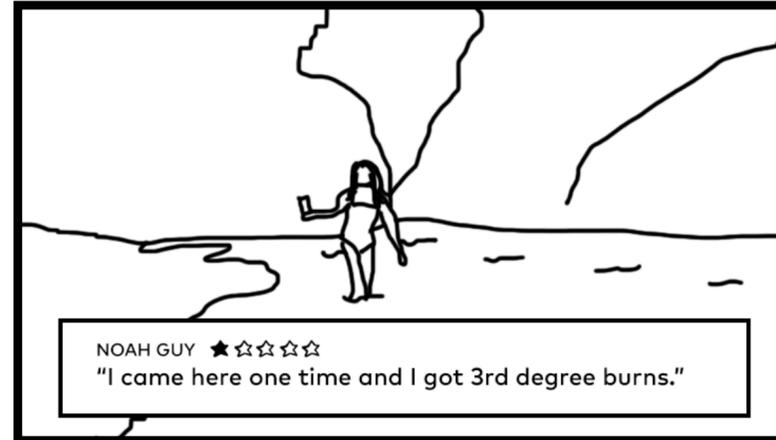
GET Aussie Millennials

WHO think the only proper holiday
is an overseas holiday

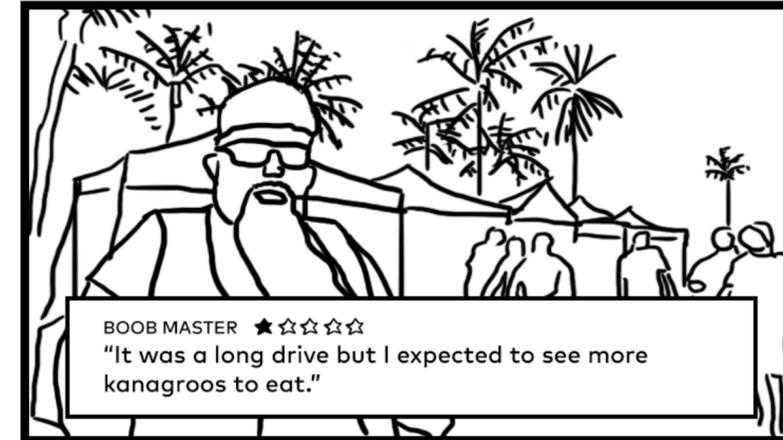
TO book a holiday to the
Northern Territory

BY convincing them that there
is more to the Northern Territory
than just Uluru.

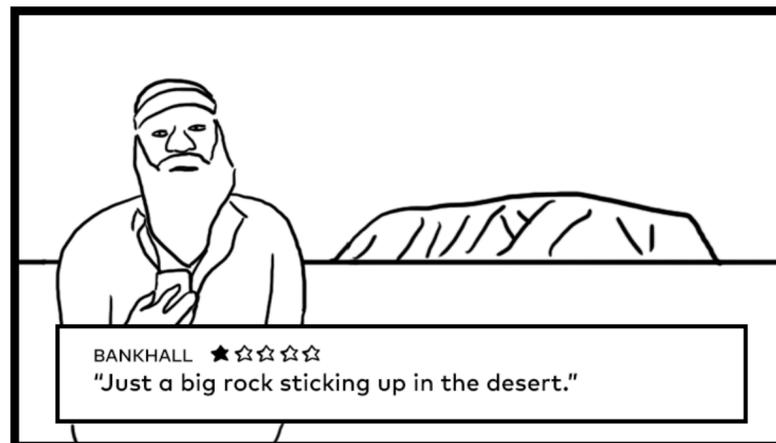
Crappy Reviews



Wide shot of a girl in a waterhole in Alice Springs.
Reads out the review: "I came here one time and I got 3rd degree burns."
Replies: "Slip, slop, slap, come jump in our pool."



A mid shot of a bloke at Mindil Beach, Darwin.
Reads out the review: "It was a long drive but I expected to see more kangaroos to eat"
Replies: "Plenty of food here, don't even need to hunt for it."



Aboriginal elder in front of Uluru.
Reads out the review: "Just a big rock sticking up in the desert."
Replies: "This is a living cultural landscape, perhaps we need to put a bit of culture in ya?"



BRIEF 4:

AUDIO

PRODUCT

Lego

PROPOSITION

**Where
imagination
starts**

GET parents

WHO put their kids in front
of screens

TO play with their kids again

BY explaining to parents that
LEGO unlocks their imaginations.

The Real Estate Listing

Posh hoity toity female voice: "Welcome to Château Faux Pas! The colourful bricks were specially selected by Princess La-di-da."

SFX: Footsteps

Her voice echoes: "We're entering the open plan living area. There's no wall because it's a minimalist space."

SFX: Heels clank on wooden floorboards

"Now this gravity defying staircase. Doesn't lead anywhere but it's very MC Escher and a unique feature of this house."

SFX: Wobbly staircase

"Follow me."

SFX: Footsteps

Whispers: "And the best part, shhhhh"

SFX: Door unlocks

"Our secret passage, let's have high tea with Batman and Robin."

Voiceover: "Lego, let them build their imagination."

BRIEF 5: NON-TRADITIONAL

PRODUCT

MINI Cooper S, 3-Door Hatch

PROPOSITION

**Rediscover the
fun of driving**

GET Affluent Aussies

WHO love luxury products

TO test drive a MINI Cooper S

BY convincing them that even though it's compact it's a fun car to drive that does not compromise on luxury, speed or performance.

The Great British Drive-thru

INSIGHT

There are some things you can only experience in a car.

IDEA

What if we crammed all of the good things about the Mini into one package/experience?

EXECUTION

An over-the-top, action-packed drive-thru experience that's sure to be the funnest drive you've ever been on. Because the mini is nothing short of fun.



1. Car enters

📻 Tune your radio to Mini 2000 FM.

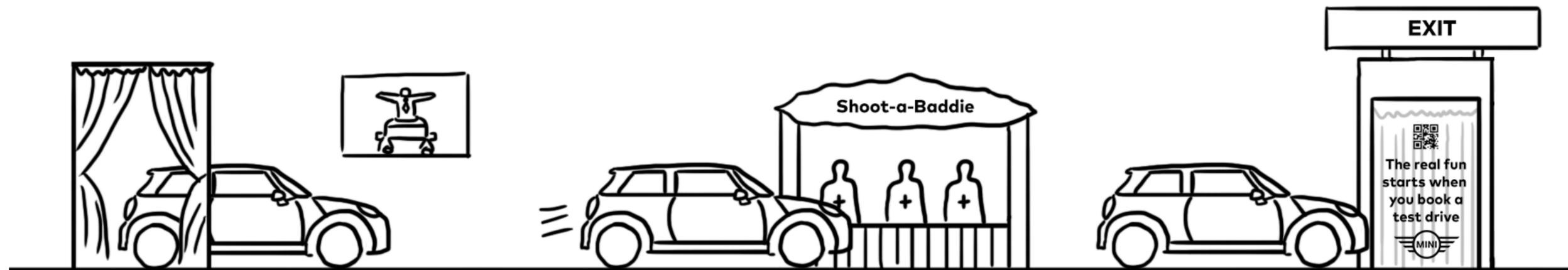
2. Drive-thru Car Wash

A car wash with the washers resembling the Queens' guard hats pays homage to its British history.

📻 Introduction to Mini's history.

3. Drive-thru Restaurant

You are served fish and chips through the drive-thru. The fish are in the shape of Mini Coopers.



4. Drive-in Cinemas

Mr Bean shows off the features of the new Mini Cooper S, which is much better his old be Mini E.g. it has a sun roof.

📻 Movie audio

5. Drive-by Shooting

Shoot the baddies from the Italian Job before you make your getaway.

📻 Shooting sound effects

6. Exit

BRIEF 6: MOBILE

PRODUCT
THE ICONIC

PROPOSITION

**Dress for who you
are on the inside**

GET non-binary people

WHO express their identities
through fashion

TO think of THE ICONIC as the
ideal e-commerce platform
to do so

BY getting them to shop across
our unisex clothing, male and
female clothing segments.

The Un-buyable Range

INSIGHT

The the non-binary/non-conforming, clothes are an important part of coming out, so they hold special memories.

IDEA

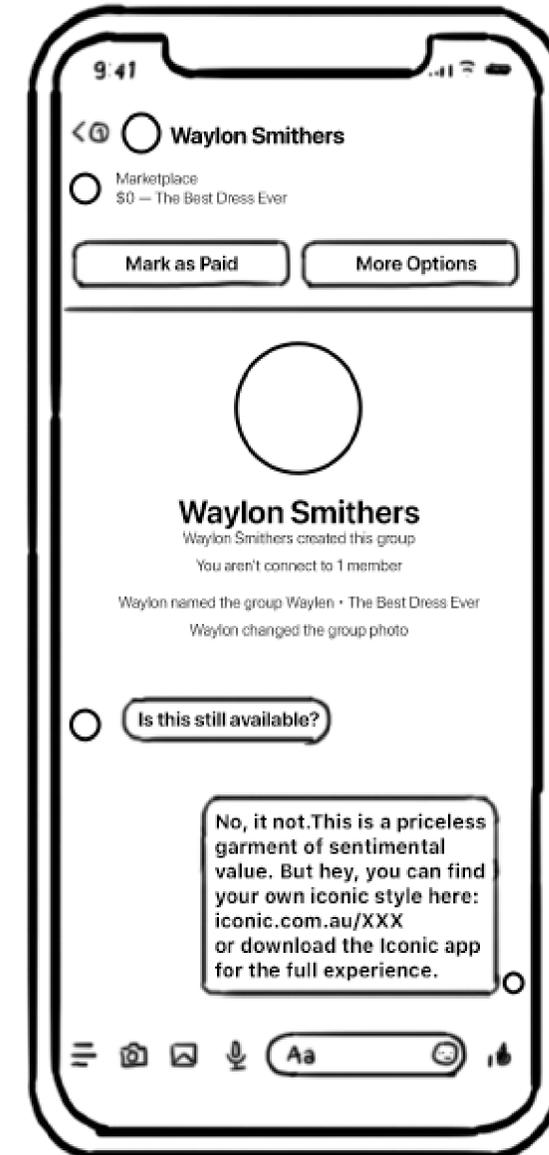
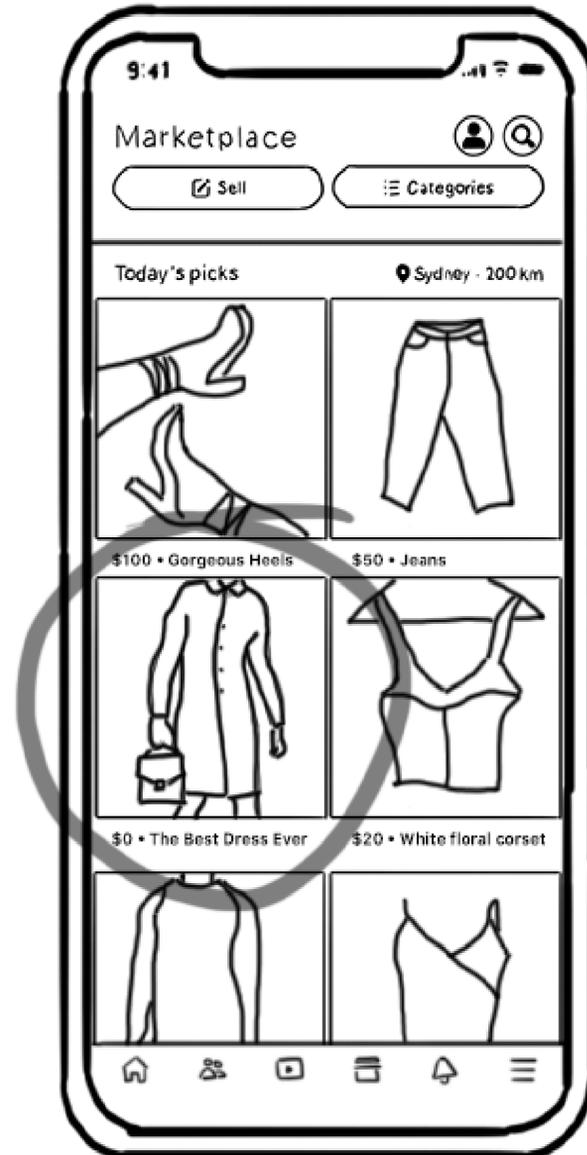
What if people's priceless pieces of clothing were listed on Facebook Marketplace?

EXECUTION

1. Hack Facebook Marketplace. Clothes are listed as if you were selling them yourself. They're carefully cropped for gender ambiguity.

2. The description has a real story of a garment and what it means to an individual.

3. When an enquiry is made, people are directed to the Iconic website and app, to find their own priceless gems.



BRIEF 7: INTEGRATED DIGITAL CAMPAIGN

PRODUCT
Fair Coffee

PROPOSITION

**Change the
world one coffee
cup at a time.**

GET coffee loving Aussies

WHO like the coffee that they like

TO try out any of the fair coffee
products Oxfam sells

BY inspiring trial of our products
because we do good.

Go Fund Them

INSIGHT

Some people don't like donating money as they don't get anything in return.

IDEA

What if the only way to support a coffee farmer is to buy his/her coffee?

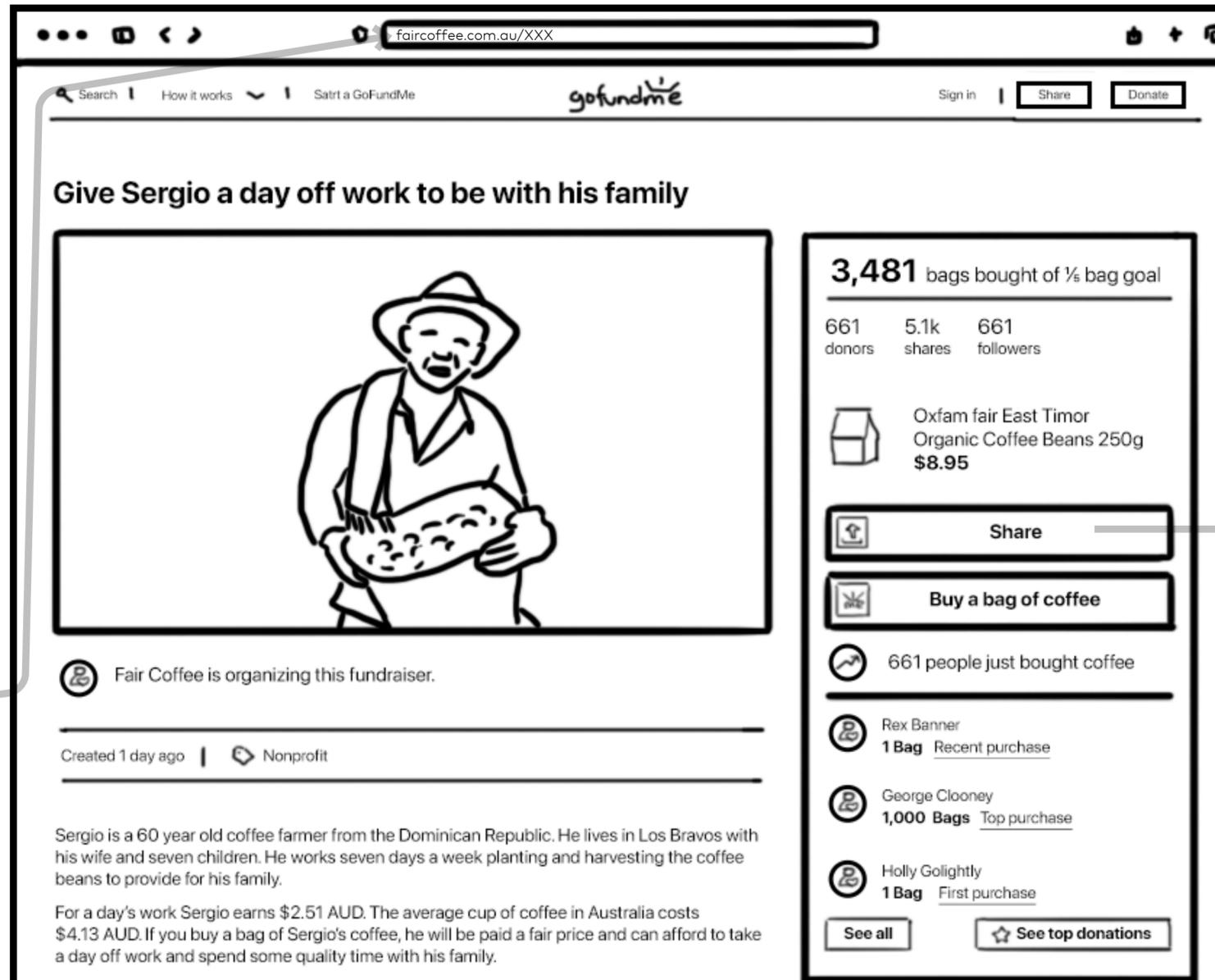


Digital billboards at bus shelters and train stations as people commute to work with their morning coffee. As commuters purchase a bag of coffee they can see their contribution update in real time through the ticker and live reactions of the farmer and their family.

EXECUTION

Gofundme

Faircoffee.com.au is redirected to Gofundme. Instead of donating money you buy bags of coffee. The goals are realistic to achieve. E.g. To give Sergio a day off work, you only need 1/3 of a bag to reach this goal. There are lots of fundraisers like these.



Social post of the fundraiser for people to share.

BRIEF 8: DIRECT

PRODUCT

Nimble Loans

PROPOSITION

**The loan for
people who seize
the day.**

GET people without great
credit ratings

WHO need money fast

TO feel like they won't miss out
on an opportunity

BY giving them access to \$5000
within an hour.

Ice Prince: The Real Nigerian Prince

INSIGHT

We all get emails from Nigerian Princes who would like us to seize the day with offers of life altering sums of money. But we all know this is a scam.

IDEA

What if it wasn't a scam?

Ice Prince is a real, award-winning hip-hop artist from Nigeria. Can he as an ambassador of Nimble, right the wrongs of those who have been scammed by a fake Nigerian Prince?

EXECUTION

1. Get an email.
2. Fill out your details, one of which is your home address.
3. Ice Prince visits your home and presents you with \$5,000 AUD, all within the hour of replying to the email.

NOTE: This brief goes against my morals. However I have included it to show that I am capable of coming up with an idea for it. While it does try to 'do good' it does not negate the fact that payday loans are shit within themselves and glamourising them is wrong.

Subject: Once in a lifetime opportunity for you

Date: 1 July, 09:00

From: iceprince@notanigerianscam.com

To: agnesskinner@gmail.com

Dear Friend,

I know this message will come to you as a surprise.

I am Ice Prince of Minna, Nigeria and I am a hip-hop recording artist.

I want to right a wrong for all the people who have been scammed by fake Nigerian princes. This is so sad as it gives us good Nigerians a bad name.

I am an honest man and I want to prove to you that I am not a scam. I do not ask you for money to receive more money. Instead I want you to visit my website: notanigerianscam.com, fill out your details and I will give you \$5,000 AUD within the hour.

This is a once in a lifetime opportunity for those who like fun and spontaneity. I hope to make your day.

I promise, this is no scam.

Sincerely,

Ice Prince



BRIEF 9: INTEGRATED CAMPAIGN

PRODUCT

AWARD School

PROPOSITION

**Discontent can
be the start of
something great.**

GET creatively minded people

WHO think that working in
advertising might be right for them

TO apply for AWARD School 2022

BY letting them know AWARD
School is the easiest way to get
into the industry.

Quarter Life Crisis

INSIGHT

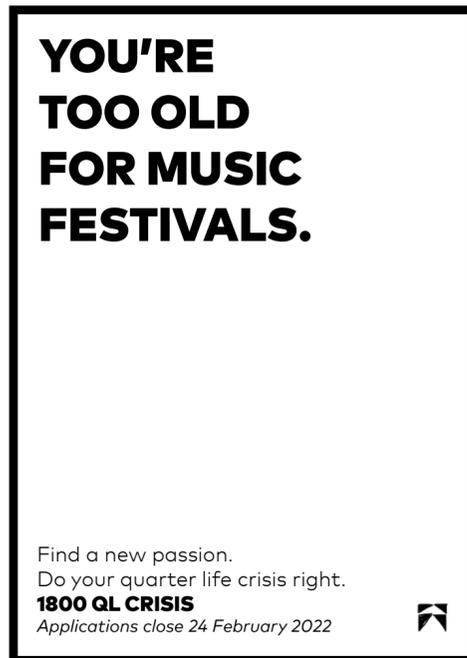
Some people are hesitant of a career change because they think they are too old and it's too late.

IDEA

Do your quarter life crisis right.

EXECUTION

1. Posters



3. Instagram video



Woman dyes her hair.



The finished result is goddamn awful.



SFX: Phone dialling. Call now flashes on screen.

2. Non-traditional Quarter Life Crisis Hotline

Automated message:

"You've reached the Quarter Life Crisis Hotline. Whether you've pierced your nipples, dyed your hair, quit your job or whatever missteps you've taken we're here to help. We'll help you find a new passion, transform yourself and put your creativity to use through a new career in advertising.

Please remain on the line while we put you through to the next available operator."

Operator:

"Hello, this is (insert name), how may I help?"

BRIEF 10: COMMERCIAL CREATIVITY

DELIVERABLE

Come up with a product, business or entrepreneurial idea.

THE TASK

Come up with an idea for a product, business or entrepreneurial idea. It might be really big. It might be tiny. It might be a niche product. It might be a business concept that solves a consumer problem. It might be a business concept with a charitable aspect. It should be something that demonstrates interesting thinking.

Trade Upgrade

INSIGHT:

People attach different values and sentimentality to things they own. For instance, an ugly dress to one person is a designer masterpiece to another.

IDEA (ELEVATOR PITCH):

A trading platform where you type in what you want to trade and an algorithm works out the complicated indirect trades to make the trade work for you.

TARGET AUDIENCE:

People with stuff they don't want but think it's too good to throw out.

WHY TRADE?

- The average household sits on \$5,800 worth of pre-loved or unused items that they no longer want.
- It's environmentally sustainable, it encourages reuse and diverts waste from landfill.
- You get more value out of your trade.
- It saves money.
- It makes for a more communal, kinder world with less consumerism and more thinking about how to help each other.

HOW WE SEE THE MODEL WORKING:

