

Copywriter Campaign Portfolio

Title: BlendaMax3000 Creative Brief & Campaign Execution

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1. Overview

This creative sample brief was developed as part of a copywriting project to showcase my ability to craft a compelling product launch campaign for Nyumbani Home Appliances – a trusted local brand. The goal was to introduce the BlendaMax3000 to young professionals and home cooks, emphasizing its power, efficiency, and modern appeal.

Big Idea: “Blending Your World”

- **A seamless blend of power, efficiency, and modern design for today’s kitchen.**
- **BlendaMax3000 transforms meal prep into an effortless and enjoyable experience.**

2. Creative Strategy

Problem Statement:

Consumers struggle with time-consuming prep and inconsistent blending, needing a faster, hassle-free solution for better cooking.

Target Audience

Primary: Young professionals ages (25 - 40)

Secondary: Home cooks and smoothie lovers

Emotional Benefits

- **Save time and enjoy more of life.**
- **Feel proud with a product that powers healthy living.**

- **Trust a durable appliance for consistent results.**

Functional Benefits

A powerful motor with multi-functionality, designed for maximum efficiency and ease of use!

Proof Points

- **Blends smoothies to perfection**
- **Chops with precision.**
- **Affordable without compromise.**
- **Sleek, modern design.**

3. Campaign Execution

Print Ad (for lifestyle magazine)

NYUMBANI
HOME APPLIANCES

NEW BLENDAMAX 3000

Add more ease to your kitchen with the new multifunctional blender. And get 25% OFF

SMOOTHIE FUNCTION ✓
CHOPPER ✓
POWERFUL MOTOR ✓

25% OFF

SHOP NOW

Title: **Ready for your Kitchen Revolution?**

Meet the BlendaMax3000: where sleek design meets serious performance. From smoothie bowls to dinner preps, its 2L capacity, sharp chopper, and dedicated smoothie mode make every blend effortless.

Your kitchen should move with your lifestyle.

Order now and we'll toss in your free delivery.

Social Media Launch Post (Instagram)



Level up your kitchen game!

Introducing the BlendaMax3000 – your new culinary sidekick that's changing how meal prep happens!

Creamy smoothies, perfect chopping, and a massive 2L capacity all in one sleek package. For the foodie who needs power AND style.

Launch special: Grab yours at 25% OFF! Available in all our outlets. Tag someone who needs this kitchen upgrade!

Radio Ad Script (30 seconds)

Title: **Revolutionize Your Kitchen**

SFX: Quick blending sound

VOICE: Kitchen chaos? Meet your match! The BlendaMax3000 from Nyumbani Homes!

Powerful. Sleek. Game-changing.

Whip up perfect smoothies, chop veggies in seconds, and blend big batches in its massive 2-litre jug.

Grab yours at 25% off today at all leading stores nationwide!

BlendaMax3000 – Blend in Smoothly!

SFX: Satisfying blend finish sound

Video Scripting: BlendaMax3000 Campaign Script

This 30-second video ad script for the BlendaMax3000 aims to showcase the product's efficiency and convenience through an engaging conversation between two friends.

Scene 1: Eva's Living Room - FaceTime with Ana Visual: Eva on couch, video calling Ana
Audio: Eva: "Girl! I've got some juicy gossip! You won't believe who texted me!"

Scene 2: Kitchen Blender Fail Visual: Eva rushes to kitchen, old blender dies mid-smoothie
SFX: Blender struggling, then silence Eva: "Ugh, not again!"

Scene 3: Ana's Solution Visual: Ana effortlessly blending with her BlendaMax3000 Audio:
Ana: "You need a serious upgrade! My BlendaMax3000 has changed my life." Eva: "What's so special about it?"

Scene 4: Feature Showcase Visual: Quick cuts showing BlendaMax3000 features Audio:
Ana (V.O.): "Creamiest smoothies, 2-litre capacity, and saves so much time!"

Scene 5: Conclusion Visual: Eva and Ana enjoying smoothies together Audio: Eva: "Where can I get one?" Ana: "It's in all major stores!"

Closing Shot: Visual: BlendaMax3000, Nyumbani Homes Appliances logo Tagline:
"BlendaMax3000 – Blend in Smoothly." SFX: Cheerful background music

4. Conclusion

This campaign positions the BlendaMax3000 as a must-have for modern kitchens, blending power and convenience seamlessly into everyday life.

“Blending Your World” is a commitment to making meal prep easier, faster, and more enjoyable.