

Copywriter / Creative Strategist Portfolio

Title: BlendaMax3000 Creative Brief & Campaign Execution

By Janet W. Mlolwa

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 face challenges with meal preparation, from time-consuming chopping to inconsistent blending. They need an efficient solution that enhances their cooking experience without hassle.

Target Audience

Primary: Young professionals ages (25 - 30)

Secondary: Home cooks and smoothie lovers

Emotional Benefits

- Experience the joy of saving time and energy in meal prep, giving you more moments for what truly matters in life!
- Feel a sense of pride in owning a product that simplifies your routine and fuels your healthy lifestyle.
- Enjoy peace of mind knowing you’ve chosen a durable, high-quality appliance that consistently delivers outstanding results.

Functional Benefits

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

Proof Points

Dynamic smoothie function, spacious 2-litre capacity, precision chopper, unbeatable affordability, and stunning 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: **Do you want a Kitchen Revolution?**

“They shall hunger no more, neither shall they thirst anymore.”

The new BlendaMax3000 is set to revolutionize the modern kitchen, emerging as the ultimate powerhouse for busy lives and health-conscious home cooks. Whether you’re whipping up creamy smoothies, prepping veggies effortlessly, or creating big batches of your favorite blends, we’ve got you covered with our special smoothie function, sharp chopper, and

spacious 2-liter capacity! Don't miss a chance to snag

Social Media Launch Post (Instagram)



Nyumbani Homes is Blending Your World! The new BlendaMax3000 is here to transform how you prepare meals. With a special smoothie function for healthy drinks and creamy delights; a sharp chopper for perfect vegetable cuts, and a generous 2-litre capacity for bigger blends. This is the convenience you deserve. Enjoy 25% off today and start blending like never before!

Radio Ad Script (30 seconds)

Title: Revolutionize Your Kitchen

SFX: Smoothie blending sound

VO: Say goodbye to the hassle of meal prep and hello to the BlendaMax3000 from Nyumbani Homes Appliances! It's powerful, sleek and efficient. With a spacious 2-litre capacity, BlendaMax3000 handles even your biggest blends with ease. Featuring a smoothie function for all your creamy delights and a precise chopper for effortless veggie prep, it's your ultimate kitchen companion. Don't wait, grab yours today at an incredible 25% off, available now at leading stores countrywide. Happy Blending!

Video Scripting: BlendaMax3000 Commercial

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 Cozy Living Room - FaceTime with Ana

Visual: Eva is chillin' on her couch, grinning as she dials up Ana on Video Call

Audio:

Eva: "Girl! I've got some juicy gossip! You won't believe who texted me last night!"

Ana (on-screen): "Ooh, do tell! Who is it?"

Scene 2: Eva's Kitchen – The Blender Adventure

Visual: Eva suddenly remembers something important, leaps off the couch, and heads to the kitchen to whip up her Hemp Berry smoothie. She tosses ingredients into her old blender and hits the switch.

SFX: The blender lets out a struggle, makes a weird noise, and then... silence.

Audio:

Eva: "Ugh, not again! This thing is so slow... and now it's dead."

Scene 3: Ana's Kitchen – BlendaMax3000 Unveiling

Visual: Ana, in her stylish kitchen, effortlessly blends up a smoothie with her BlendaMax3000 while chatting away.

Audio:

Ana: "Girl, you need a serious upgrade! I just got the new BlendaMax3000, and it's changed my life."

SFX: The soothing sound of perfect blending.

Eva: "Wait, what's so special about it?"

Scene 4: Feature Highlights – B-Roll of BlendaMax3000

Visual: Close-ups showcasing the BlendaMax3000 doing its magic:

- Smoothies smoothly pouring out of the jug.
- Fresh veggies getting chopped like a pro.
- A generous 2-litre capacity blending up a big batch.

Audio:

Ana (V.O.): "It has a special smoothie function for the creamiest blends, a huge 2-litre jug for bulk prep, and it saves me so much time!"

Scene 5: Eva's Excitement & Shopping Plan

Visual: Eva, feeling pumped, grabs her keys with a big smile.

Audio:

Eva: "Alright, where can I get one?"

Ana: "You can find it in all the major stores! I'll swing by and pick you up. But first, back to your gossip..."

SFX: Eva bursts into laughter and dashes out the door.

Scene 6: Happy Ending – At Home with BlendaMax3000

Visual:

Eva and Ana are together, blending smoothies and having a blast.

They fill up their glasses, raising them for a cheerful toast.

Visual: BlendaMax3000 blender, Nyumbani Homes Appliances logo and tagline appear on the screen: "BlendaMax3000 – Blend in Smoothly."

SFX: A light, cheerful background music capturing the joyful mood.

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.