

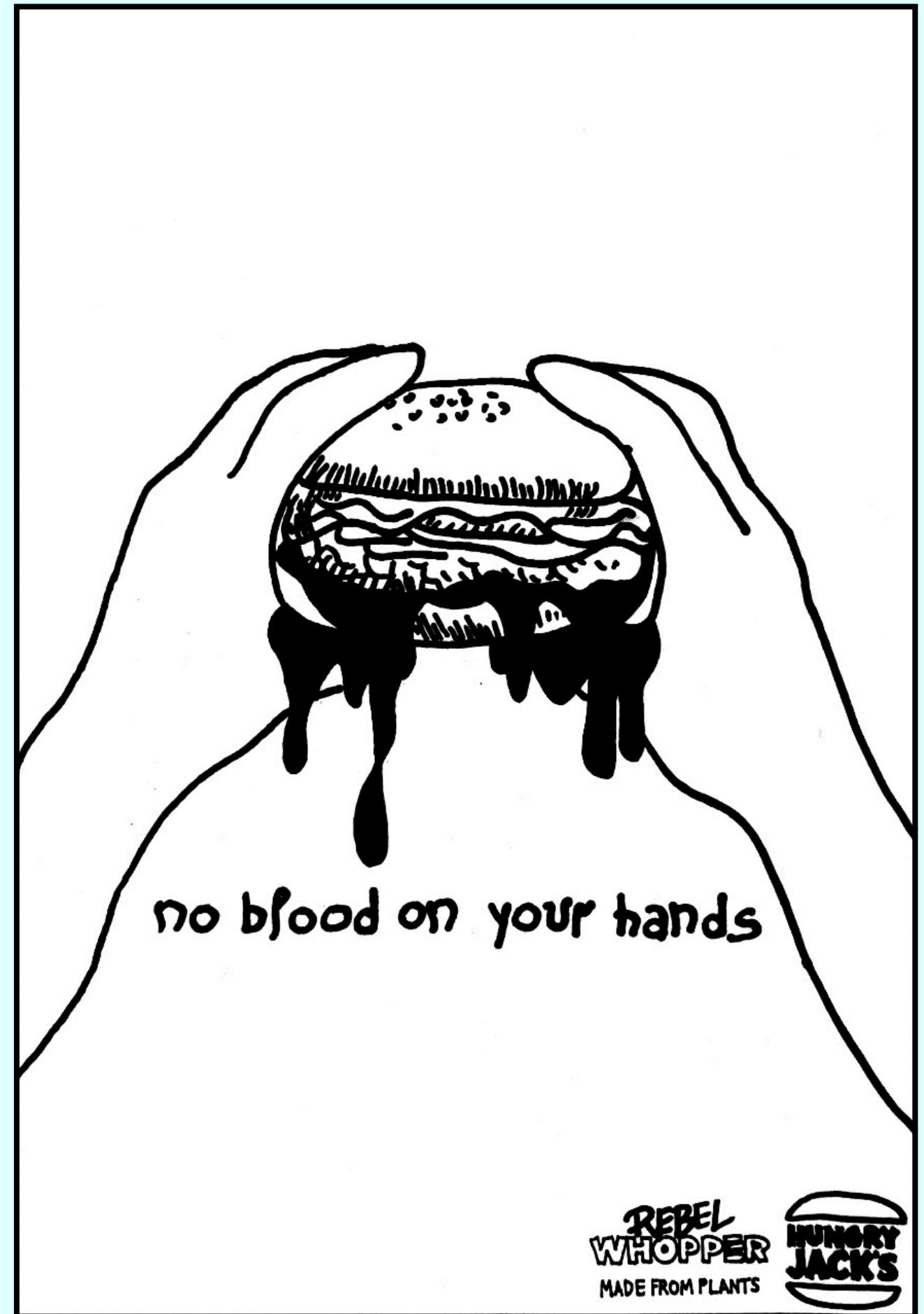
CHRISTY KOH

final folio

BRIEF 1: OUTDOOR POSTER

Hungry Jack's meat-free burger: Rebel Whopper

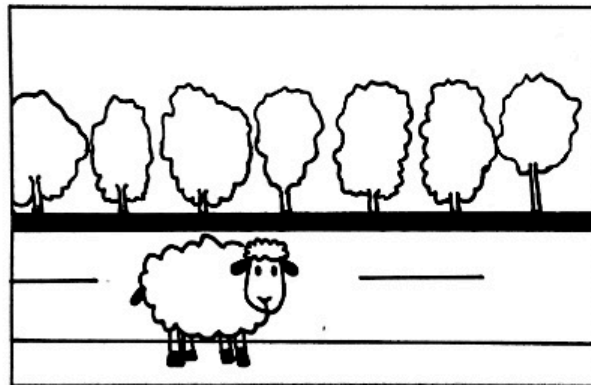
Single minded proposition: Guilt-free burger



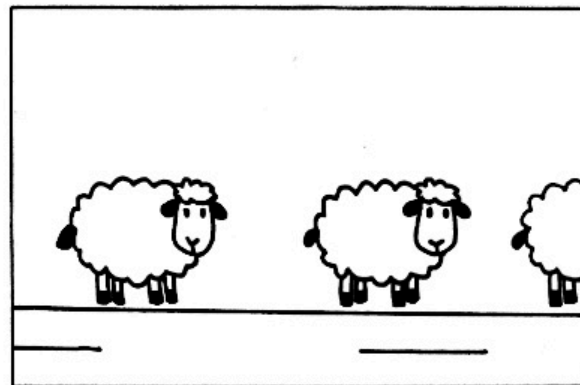
BRIEF 3: TV, 30-SECOND COMMERCIAL.

Calm App - A meditation and relaxation aid

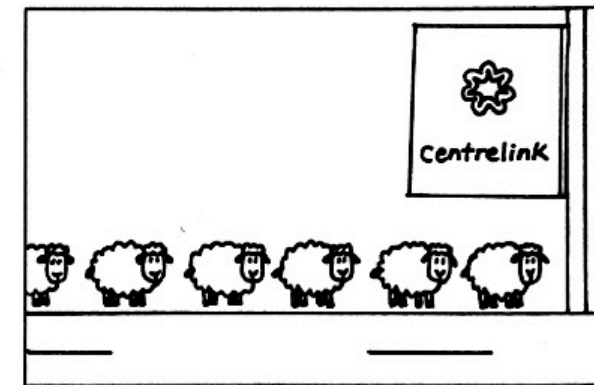
Single minded proposition: Drift off with ease



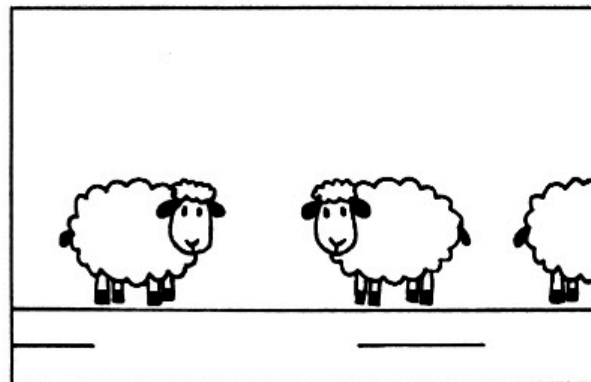
Sheep bounding along the side of the road



Sheep stops in its tracks to join a line



Zoom out to reveal a long line of sheep queuing outside Centrelink



Two sheep chatting in line

Disgruntled Sheep 1: Calm?
Disgruntled Sheep 2: Calm.



BRIEF 4: RADIO, 30-SECOND AD.

.....

Tesla's family SUV: Model X

Single minded proposition: Safer in every way

Safe's the new sexy

Sexy male voice of Tesla:

I know you think I'm good looking.

Sexy. Stylish. Self-driven.

A true environmentalist.

Classy, with expensive taste.

Engine running.

When you touch me,

it's like electricity rushing through my veins.

But what you don't know is,

safety's always my number one priority.

If we do this, we can't take any risks.

And if it ever gets too much,

use our safe word.

Now that you know everything,

do you still want me?

VO:

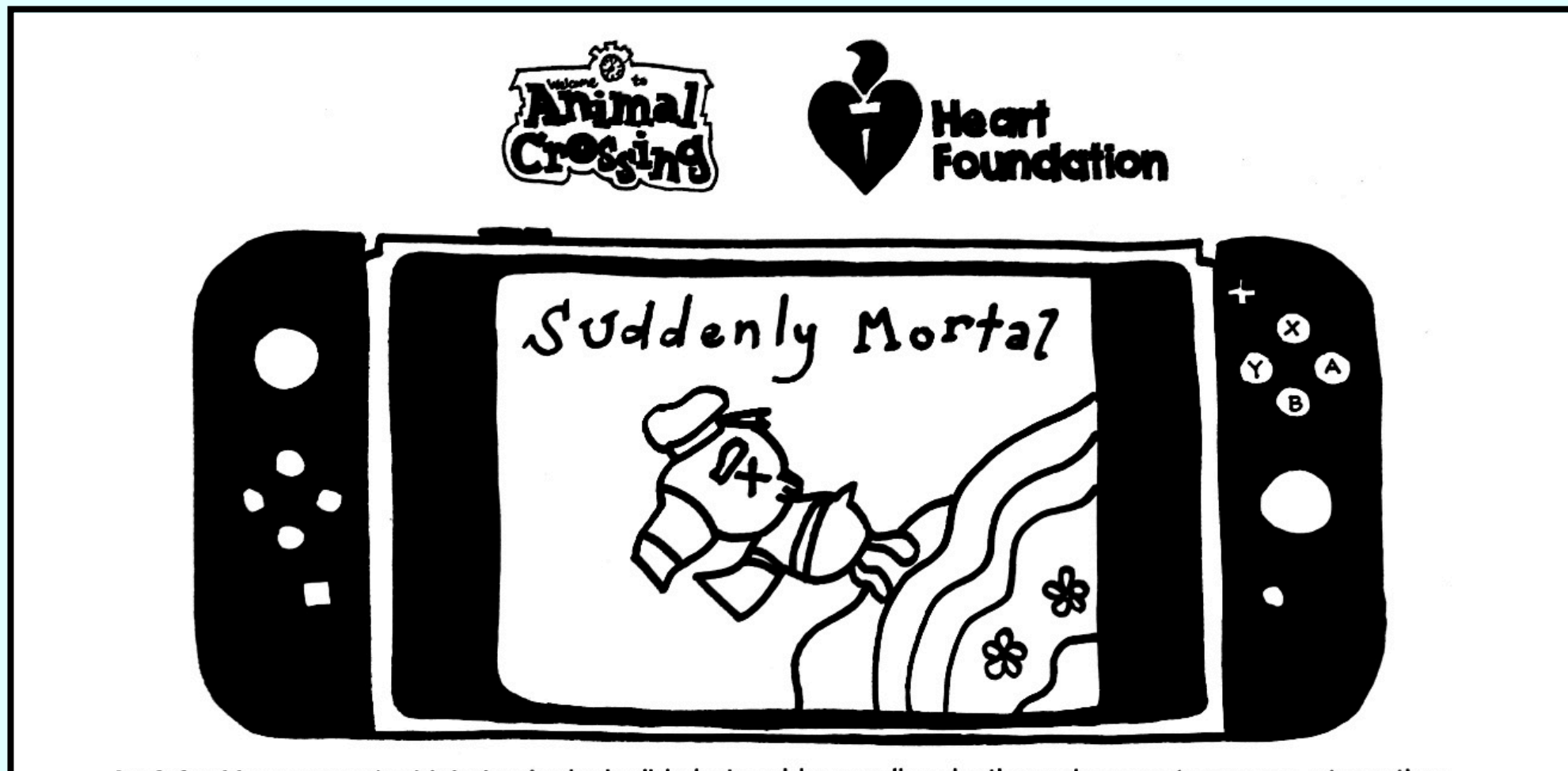
Tesla Model X.

Safe's the new sexy.

BRIEF 5: AMBIENT / EXPERIENTIAL

The Heart Foundation's Give with Heart Day: Get people donating to fund research into sudden cardiac death in the young

Single minded proposition: Young hearts break too



Insight: Young people think they're invincible but sudden cardiac death can happen to anyone, at any time.


Idea: We'll partner with Nintendo Switch's most popular game, Animal Crossing, to kill off characters who were thought to be immortal.

Execution: We'll disrupt stores like EB Games and JB Hi-Fi all over Australia for fans to experience the game's shocking twist while playing the in-store consoles. Players can donate via the game through Heart-O-Meter. A new in-app feature by the Heart Foundation that allows you to track the health of your character's heart.

BRIEF 6: DIGITAL

CommBank's investment app for novices: CommSec Pocket

Single minded proposition: Investing is Empowering / Target Audience: This brief asked us to specifically target women




FINANCE FICTION

Insight: There's a perception that anything related to the stock market is dry and boring. At the same time, TV shows with lead woman actors are increasingly popular.

Can we get something like finance to become a talking point in TV's most popular shows?

Idea: Shows are fraught with plot holes and fans are often left wondering how their favourite female leads manage to afford their luxurious lifestyles. CommSec reveals the secret behind their financial success by leaking their bank statements all over the internet.


● ● ● BuzzFeed FANDOM WIKIPEDIA reddit




HOW DOES CARRIE BRADSHAW AFFORD HER LIFESTYLE?

Monthly bank statement

The New York Star	Income	+ \$4,300
Manolo Blahnik	Shoes	- \$40,000
Upper East Side Apartment	Rent	- \$3,200
CommSec Investment	Returns	+ \$100,000


 From fiction to reality.
CommSec Pocket



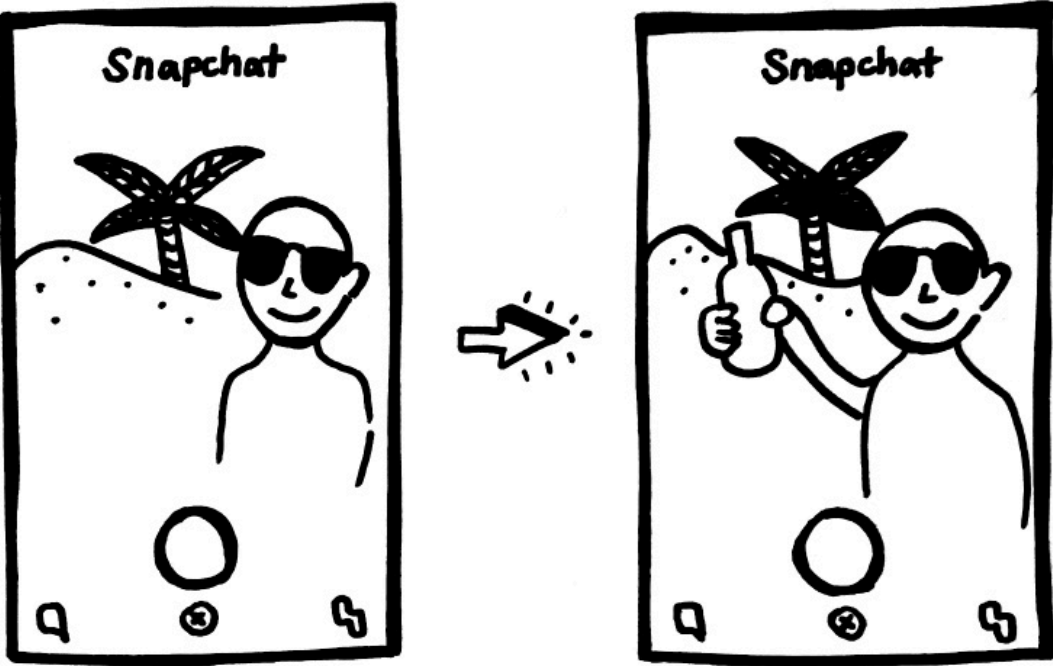
BRIEF 7: MOBILE, SOCIAL IDEA.

Get more Aussies buying booze online from BWS (a chain of liquor stores) on their phone

Single minded proposition: Your Bottle-O In Your Pocket



Bottle-O Filter



Insight: When you're in the mood for a nice drink but you don't know or can't decide what you want.

Idea: BWS partners with Snapchat to turn your current location into a bottle-o, matching virtual drinks to various activities.

Execution: Using Snapchat's Scan & Shoppable AR filter, we can detect where or what people are doing and suggest a drink pairing for them. They can then immediately purchase booze to go along with their activity and we'll deliver it right where they are.

Examples: Beach & beers, Bathtub & champagne, Candlelights & wine

BRIEF 8: DIRECT

Invite Aussies to book a road trip with Wicked Campers to revive Australia post bushfires and coronavirus

Single minded proposition: A road trip revives

WICKEDLY GOOD CAUSES

Insight: With everything that's going on in the world, people increasingly want to do more and take action.

Idea: Travel local with Wicked Campers and revive Australia while making a difference in the world.

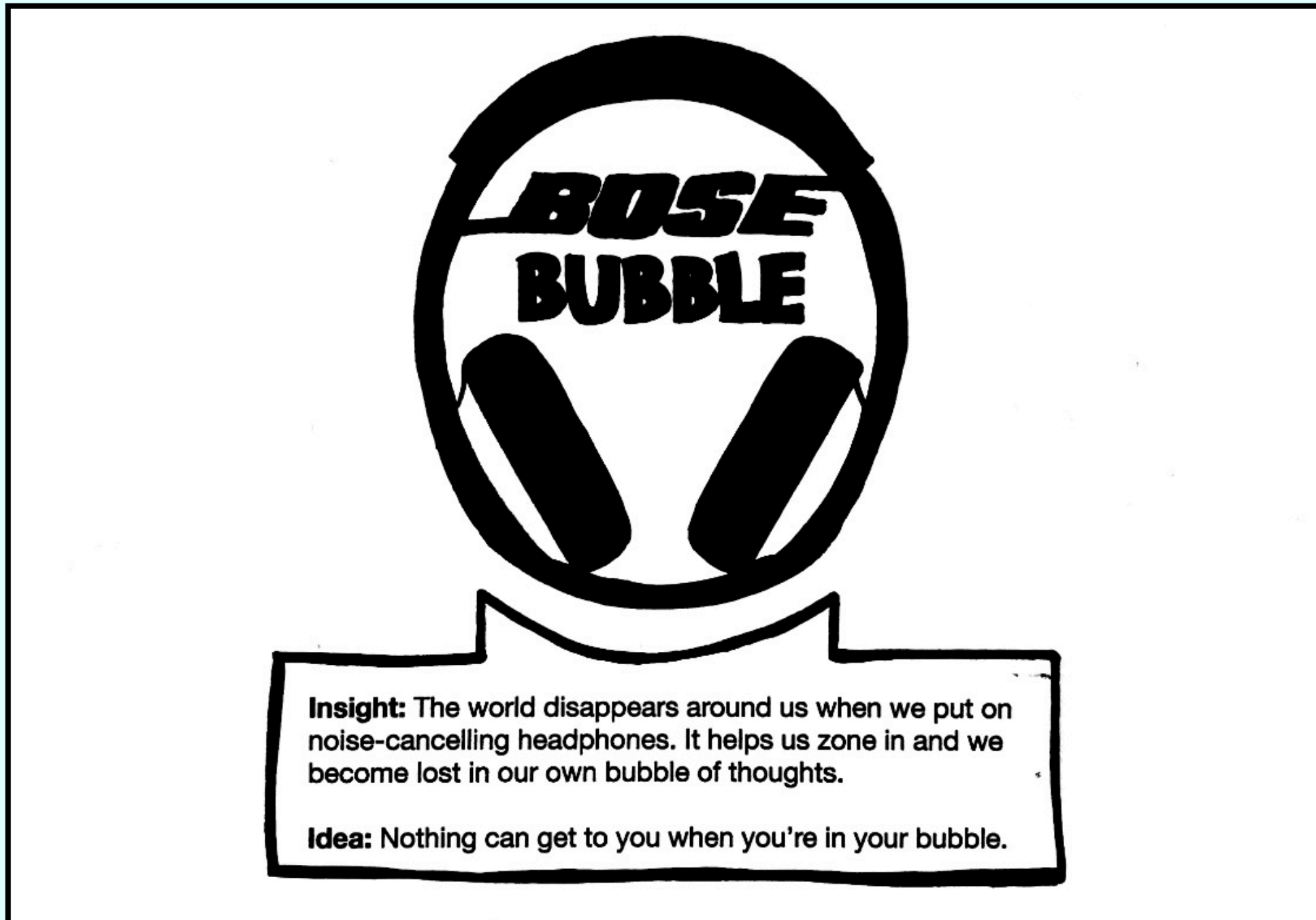
Execution: A moving billboard for travelling activism. You can personalise the campervan skin design with a cause that matters the most. There'll be a unique QR code for people to scan and donate directly to the cause. Wicked Campers will also donate \$1 for each \$1 raised.



BRIEF 9: INTEGRATED CAMPAIGN

Get people to buy the new Bose Noise Cancelling Headphones 700

Single minded proposition: Tune out the world so you can tune into your thoughts



BRIEF 9: INTEGRATED CAMPAIGN

Execution 1

Experiential

get in your bubble

Life-size Bose Bubble installations placed in the middle of busy, chaotic places and open-plan offices.

Experience the largest noise-cancelling & sound-proof bookable spaces that people can go into for some alone time.



Zen Bubble



Musical Bubble



Dreamy Bubble

BRIEF 9: INTEGRATED CAMPAIGN

Execution 2

Social

People love sharing their lives and personality on Instagram Stories.

We'll launch the Bose Bubble Filter for people to interact with and fill in GIFs on what they think or do when they're in their bubble.

The most creative responses will be rewarded with their very own Bose Bubble installation.



Execution 3

Direct

In your bubble to win it.

First-ever noise-cancelling zorb balls, proving that it's easier to stay focused when you block out distracting noises.

Bose hosts a zorbing competition to showcase this and participants stand a chance to win the Bose Noise Cancelling Headphones 700.



BRIEF 10: STRATEGY

Write your own brief

Deliverables:

1. A new strategy demonstrated through the creative brief
2. Accompanying creative idea (format of your choice)

Creative Brief

Brief Number:	10
Topic:	Strategic thinking
Client:	Nike
Product:	Activewear
Background:	Nike's sales are expected to drop \$3.5 billion as they reel from store closures, supply disruptions and the suspension of this year's NBA season due to the pandemic.
Business Task:	Over-50s are living longer and growing richer yet continue to be neglected by advertisers. Not one sporting brand owns this target market yet and people don't generally associate Nike with older adults.
Target audience:	Over-50s feel younger than they are. They're busier and enjoying life more than ever.
Key insight:	Contrary to outdated stereotypes in ads, they love adventurous travel, sports and being active.
Proposition:	Make your second half stronger than your first
Reasons to believe:	<ul style="list-style-type: none">● Comfortable● Fashionable● Compressive design offers lasting support
What are we making & where will it be?	<ul style="list-style-type: none">● Activation● Outdoor Billboard Campaign
How will we know if we've succeeded?	Nike to be first of mind when thinking of activewear for the Over-50s.

BRIEF 10: STRATEGY



Insight: Over-50s are more active than ever but they don't have a go-to brand for proper activewear.

Idea: Centenarian Olympics is coined for Over-50s training to live past a hundred years old. It's a personal competition against the body's natural decline.

Execution: Nike brings this concept to life for Over-50s to keep fit and active with a more tangible goal in mind as they compete against one another in this exclusive influencer-led sporting event.

ACTIVATION

Join the Road to Centenarian Olympics as you train to live your best life after a century.

BRIEF 10: STRATEGY

OUTDOOR BILLBOARD

Featuring the world's oldest and greatest athlete influencers.

**FAUJA SINGH, 109
UK**



Centenarian Games 2021



JUST DO IT.

**STANISLAW KOWALSKI, 110
POLAND**



Centenarian Games 2021



JUST DO IT.

**IDA KEELING, 105
USA**



Centenarian Games 2021



JUST DO IT.

THANK YOU