

PayPal™ CREATIVE BRIEF

prepared by Maggie Wang / Alan Arguelles

THE PROBLEM

The brand's extensive service has lead misinterpretations about PayPal being an online shopping payment system. Currently, the brand perception is that PayPal's just an alternative to credit cards or other means of online payment.

OUR GOAL

PayPal's main essence is to deal with our daily money transactions. Our goal is to clarify the misconceptions surrounding the brand and re-iterate what PayPal is all about: A virtual wallet where the user's in control.

OUR KEY INSIGHT

Young entrepreneurs find ways on how to earn money to feel the sense of independence. At the same time, they are still supported by their parents. They need a service that would give them the flexibility of receiving money (either allowance from their parents, or getting paid from walking the dog as one of their part-time jobs), while still struggling to balance the life of a typical teenager.

WHO WILL WE ENGAGE?

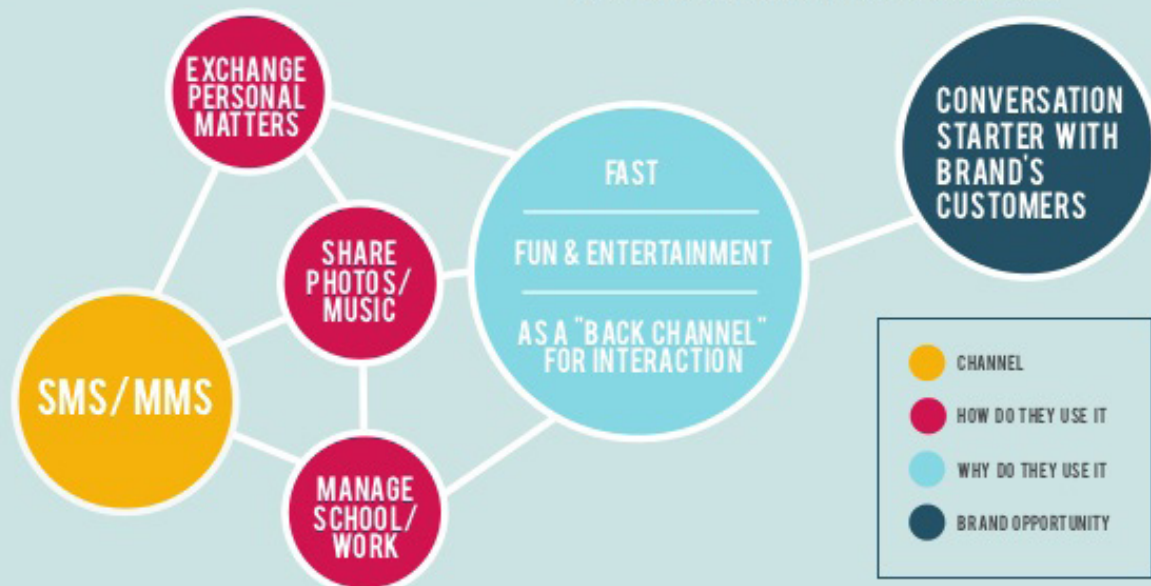
Teenagers, whose age ranges from 12-17 years old, they try to balance between school, a part-time job, extra-curricular activities, family, and friends. At this point in their lives, they are starting to become independent and branch out their lives through their friends, classmates and other people around them. They are curious, and are trying to establish connections that would stand the test of time. They trust their friends and peers, basically because they value their opinions. They want control over their money, how they're going to use it, and when they're going to use it, but not want the complexities that come with using a credit card.

OUR MAIN MESSAGE

RECEIVE MONEY WHENEVER, WHEREVER.

OUR OPPORTUNITIES

(PLEASE CHECK THE NEXT PAGE FOR OTHER POSSIBILITIES)



Red Bull didn't give us wings to fly; it grabbed us by the jugulars and sent us soaring.



Red Bull

Background / Overview:

America received her wings in 1996, when "bulls balls" were introduced to the beverage industry. Red Bull focuses on bringing dynamic energy to all realms of life, let it be Nascar, extreme sports, study habits, etc. In that, Red Bull created a niche market based around "energy enhancing beverages." With its "wing enabling powers," Red Bull is considered a "youthful drink" that speaks solely to the youth...until now.

What is the objective, the purpose of the ad?

To expand Red Bull into the older adult market as a beverage that can give them the focus needed to tackle their deepest desires.

Target audience: who are we talking to? What do we know about them that can help us (insight)?

Middle-aged men and women reaching the "midlife crisis" aspect of their lives. They are in need of an internal change and lack the motivation and direction to make it happen. They feel they have wasted away their lives and fear only doom lies ahead.

What's the single most important thing to say? What is the big idea?

Get your balls back.

What are the supporting rational and emotional 'reasons to believe and buy?'

Red Bull increases performance, increases concentration and reaction speed, improves vigilance, stimulates motivation, and makes you feel more energetic and thus improves your overall well-being. About 5%-12% of middle-aged people experience a midlife crisis. They have fears and anxieties about growing older, and are willing to try new and adventurous things to reach a sense of internal stability in their lives.

CREATIVE BRIEF

Client: Sport-Grip Barrette Company

Account Executive: Mary Jones

Date: September 13, 2014

What is the creative assignment?

Create a promotional theme and an ad campaign for final consumers that supports retail sales. Consider using online and less-traditional media including banners, cutouts, displays, etc.

What are the audience demographics?

Female, age 18 to 45

Household income: Over \$30,000 per year

Has attended some college, active, traditional, longer hair

What are the audience psychographics?

An active, health-conscious woman, who participates regularly in a sport or exercise routine. She is concerned with aging and interested in taking care of herself now.

What do they think now?

I like having long hair, but it gets in the way when I am active. Sometimes I just want to cut it all off. That would be a lot easier, but I think I look more attractive with longer hair. I just wish it wasn't always so much trouble.

What is our greatest strength?

Product - our barrettes hold hair better than any others.

What do we want them to think?

There is a solution to her life-long problem of having long hair and being active.

What is the one point we want to get across?

If you use Sport-Grip barrettes you can lead a more active life without your hair getting in the way.

Where will they get this message?

Online, through appropriate publications and displays, and promotions at retail locations.



Creative Brief

Client: TOMS **Product:** TOMS Shoes

Project Name: 2011 TOMS Shoes Advertising Campaign

Issue date: October 20, 2011 **Author:** TOMS team

Fusion Proposition

TOMs allows me to have trendy shoes as well as giving shoes and helping children around the world in need.

Brand Target

Changers: People wanting to make a difference with their shoe purchases, those who want to do more than just buy a shoe but also help others.

Brand Character

Caring, Trendy, Worldly, Compassionate, Giving

Key Creative Link

Giving.

Key Identifiers

understanding.

Theme

Empathy begins with the sole.

Account Approval Signature

Creative Approval Signature

Client Approval Signature

Objective

Raise awareness, opinion, increase customers, and brand recognition which will ultimately lead to increased sales, and customers for TOMS Shoes.

Communication Target

TOMS must target not only new customers, and but those that are already active in the company. TOMS must also target new organizations; to help sponsor money to third world countries.

Tone of Voice

Confident, Inspiring, Leader, and forward thinking.

Key Consumer Opportunity

1. The consumer is the winner & is part of the solution: TOMS puts the consumer in focus & makes the consumer the hero for buying a pair of shoes. TOMS simple idea makes you feel like you are helping children instantly.

2. Enabling people to live the cause and take part:TOMS does a great job of deeply involving people in the cause. Friends of TOMS is a non-profit that is integrated into the overall TOMS website. Friends of TOMS coordinates volunteer experiences around TOMS "Shoe Drops". If you want to organize your own shoe drop within your organization, Friends of TOMS can help you there as well.

3.TOMS Customer Story: This is just a guess, but TOMS seems to have done a pretty good job at selling their story with key customers. For a social start-up, they seem to have relatively strong distribution after only a couple of years in market (the first line of shoes apparently started shipping in 2007). All too often we forget how important the customer story is...it seems like TOMS found a way to convince retailers on the proposition and I am guessing that this has been critical to their success.

4.Strong online WOM and community:TOMS has an active online community and they do a good job in participating actively in key online social channels. Their blog is regularly updated as well.

Message

Buying from TOMS shoes helps you put shoes on your feet, as well as those less fortunate.

Reasons to Believe

Many children in developing countries grow up barefoot. Whether at play, doing chores or going to school, these children are at risk:

- A leading cause of disease in developing countries is soil-transmitted diseases, which can penetrate the skin through bare feet. Wearing shoes can help prevent these diseases, and the long-term physical and cognitive harm they cause.
- Wearing shoes also prevents feet from getting cuts and sores. Not only are these injuries painful, they also are dangerous when wounds become infected.
- Many times children can't attend school barefoot because shoes are a required part of their uniform. If they don't have shoes, they don't go to school. If they don't receive an education, they don't have the opportunity to realize their potential.

TOMS shoes is dedicated to helping those that are less fortunate, and putting shoes on everyone's feet.



CREATIVE BRIEF FOR

Quaker Oatmeal

the BEST WAY TO START YOUR DAY.

By Valentine Coget



THE PROBLEM

Quaker Oatmeal sales go down because people don't take time for breakfast or grab it on the go.

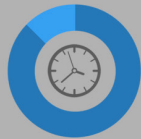


The Big Picture

These days our lives are busier than ever, we have to juggle work, family and friends and on top of all we spend a growing amount of time on social media. The problem is we are lacking the energy to do everything that matters to us.

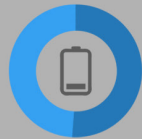


The Facts



83%

83% of Americans wish they had more time to spend with friends and family.



51%

51% of Americans are affected by fatigue, which reduces productivity.



64%

64% of Americans turn to caffeinated drinks when they feel tired or drowsy.



THE OBJECTIVE

Increase Quaker Oatmeal sales.

BENEFITS

OF EATING HIGH ENERGY BREAKFAST LIKE OATMEAL



Improves concentration and performance

Gives more strength and endurance



93% OF AMERICANS THINK THAT BREAKFAST IS IMPORTANT
BUT 56% SKIP BREAKFAST EVERYDAY!



THE GUIDELINE

→ The challenge

Convince people to take the time to have breakfast because it will help them stay more active than coffee or energy drink.



VS



→ The target

The perpetually overbooked.

→ What do they think?



I don't have the time to do everything. I need more hours in my day.

→ What should they think?

It's not a matter of time but energy.

→ Why believe us?

Because they are not alone.

Half of the U.S. suffers from chronic fatigue.



→ The cultural tension

Time is money, don't waste it.

→ The cultural arena for conversation



Procrastination places

#tired_need_energy

→ The spark

Having more energy for the important stuff, and being happier.

Creative Brief— *Example*

Useful background information—

Established in 1878, **Harold Newman** is a leading independent accountancy and wealth management practice based in South Manchester. The financial services arm of the business provides comprehensive ('holistic') advice and wealth management services to corporate and personal clients. As an independent firm, they are able to source solutions from across the entire market, irrespective of product provider, to ensure they meet the complex needs of their individual clients.

Recently **Harold Newman** took the decision to separate the financial services division from the accountancy practice, to create a stand-alone financial planning business. Currently in the process of seeking FSA approval for the new entity — **Harold Newman Financial Limited** — the business is due to launch within the next two to five months.

The purpose of creating the limited company carving out a separate Financial Services entity, is to create a business that is highly profitable and saleable within ten years.

Project overview—

The project is to create a new brand identity for **Harold Newman Financial Limited**. The design will need to sit alongside the existing **Harold Newman Chartered Accountants** brand, creating a cohesive brand family. From a design perspective, this could be achieved through using the same typeface or colour palette. However, you are encouraged to explore numerous different concepts. To see how the **Harold Newman Chartered Accountants** brand is interpreted on their website, visit www.haroldnewman.co.uk.

Collateral to be supplied—

Specifically, the logo and stationery design will include:

- Business Cards
- Letterhead (two versions, for the regulated entity and administration/services company)

Prime objective—

The objective is to launch a new brand for the limited company. The design needs to be fresh, but professional, and in keeping with the **Harold Newman Chartered Accountants** branding.

Target market—

The target market includes:

- Existing clients (we will undertake a launch campaign to all existing clients of the Financial Services business)
- Professional firms (i.e. solicitors and accountants that may be the source of new referral business)