**Brand X RELAUNCH**

**CREATIVE BRIEF**

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| **DATE**: | May - Sept, 19XX | | | 1/13/19XX | |
| **PROJECT NAME:** | **Brand X Relaunch Sampling & Promotion elements** | | |  | |
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| **CONTACTS:** | Name | Department | Phone | |  |

**CREATIVE VISION:** To relaunch Brand X behind a holistic campaign visually tied by signature creative.

**PROJECT DESCRIPTION:** To develop holistic copy and design for all direct-to-consumer sampling and promotion elements (POP, display stands, shelf trays & shelf talkers/bobbers).

**BACKGROUND:**

**Brand X announces its biggest NEWS since it launched in 19XX! This summer Brand X will:**

* **Relaunch its lineup of 2in1s and conditioners in new packaging**
* **Launch 4 new SKUs of Shampoo in addition to the current 2in1s and conditioners**

**Brand X is a $XX million business and the market leader in the XX category with a 10.1% share of the market. Brand X sees the launch of XX as incredible opportunity to reach the 57% of consumers who don’t use a 2in1. Brand X has aggressive plans to grow its market share by 11% in Yr 1 and is excited about the potential of the new line-up to strengthen its position as the Haircare Market Leader.**

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| **EVENT:** **Packaging change** from pastels to all white bottles | **EVENT**: Introduction of **Brand X New Shampoo** |
| **MESSAGE:** Brand X has a whole new look, but the product inside has not changed. | **MESSAGE**: Brand X now has shampoo only in addition to 2in1s |
| **OBJECTIVE**: Keep 100% of current Brand X users in the franchise as we change packaging | **OBJECTIVE**: Bring new users into the Brand X franchise as we launch the new shampoo |
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| **STRATEGY**: | **EXECUTION**: | **STRATEGY**: | **EXECUTION**: |
| 1. Generate excitement and awareness (at home & in store) | 1. TV copy teaser campaign to announce new look | 1. Generate excitement and awareness (at home & in store) | 1. TV copy to announce regular shampoo   Door to door sampling of entire line-up including new shampoo, conditioner |
| 2. Ensure that Brand X is visible and easy to find in-store | End-aisle POP header cards | 2. Ensure that Brand X is visible and easy to find in-store | 1. **Display:**   Pre-packed floor stand displays  Pre-packed flip tray displays  Pre-packed sidewinder displays  Mixed Display Ready Palettes |

**CREATIVE REQUIRED FOR BID:**

In order to quickly and simply choose the creative supplier for these executions, we are asking you to come back to us with creative concepts for 2 of the ideas:

1. A POP header card for “Brand X has a whole new look” message, and
2. The sample overwrap/brochure for the “Brand X now has a new shampoo” message.

**ITEM DETAILS:**

***POP Header Card (For packaging change) (XXX Pieces, Budget $XXM)***

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| **Objective:** | To ensure that Brand X users can find their version of Brand X in its new white packaging |
| **Strategy:** | To develop an intrusive POP header card that will draw consumers attention to the Brand X brand they are familiar with and communicate that the brand has a whole new look although the product inside has not changed |
| **Priority of Communication:** | 1. Brand X’s packaging has changed but the product inside has not 2. Holistically tie to T.V. copy (key signature visual) |
| **Net Takeway:** | * Brand X has changed it’s packaging but I can still easily find the Brand X product I’m looking for |
| **Mandatory Elements:** | * Maintain key equity visuals - Brand X signature shot, pack shot and clear branding * Separate English and Spanish executions (TBC) |
| **Nice To Haves** | * Brand X selling line: “For hair so healthy, it shines” |

***Sample Overwrap/brochure (XX MM pieces, Budget $XX)***

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| **Objective:** | To convince Brand X rejectors / 2in1 non users that there are now two ways to get great hair: Brand X 2in1s, or Brand X Shampoos and Conditioners. |
| **Strategy:** | To replicate successful portions of the Asian Tri-pack Sample |
| **Priority of Communication:** | 1. Intrusive first impression (Don’t throw me out!!) 2. Convince recipients to try the sample. 3. Now Brand X has a new Shampoo (in addition to 2in1) 4. Holistically tie to T.V. copy (key signature visual) |
| **Net Takeway:** | * Brand X has a complete line of Shampoos and Conditioners that now includes a new shampoo. |
| **Mandatory Elements:** | * Maintain key equity visuals - Brand X signature shot, logo and pack shot * Brand X selling line: “For great hair all the time” * European success model elements: * Some way of clearly communicating that there is a sample inside - could be a window in the overwrap/brochure but doesn’t have to be. * Male and female visuals * Separate English and Spanish executions |
| **Nice To Haves** | * Interactive and having perceived value * Build off Brand A Asian sample |

**TECHNICAL DESIGN PARAMETERS:**

1. All production elements to be executed by company approved suppliers.

**CREATIVE BUDGET & PROJECT SCOPE:**  Management/creative development fee for all items TBC

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| --- | --- | --- | --- | --- | --- |
| **EVENT:** **Packaging change** from pastels to all white bottles | | | **EVENT**: Introduction of **Brand X Shampoo Only** | | |
| **Item:** | **Quantity** | **Budget** | **Item:** | **Quantity** | **Budget** |
| 1. End-aisle display POP 2. Shelf talkers/bobbers 3. Print advertisement in trade publications 4. Memo to head-offices of key accounts | xxx  xxx  TBC  TBC  TBC |  | 1. Sample overwrap 2. Pre-packed displays 3. End-aisle display POP header cards 4. Mixed Display Ready Palettes 5. Shelf trays 6. Shelf talkers/bobbers | xxx  xxx  xx  TBC  xxx  xxx  xxx  xxx  xxx |  |

**NEXT STEPS:**

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| Creative expectations meeting | Date |
| Preliminary designs presented (2-3 top ideas only) | Date |
| Winning design / Agency chosen | Date |
|  |  |

**Supplementary Information on BRAND X:**

**TARGET CONSUMER:**

***Primary Target:*** Women aged 21 - 35 who primarily use competitive shampoo and occasionally a 2-in-1.

***Secondary Target:*** Men aged 21 - 35 who primarily use competitive shampoo and occasionally a 2-in-1.

**Primary Target Information:**

Specifically, she is in her mid-20's to mid 30's. She works and lives in an urban city on a middle income.

**Attitude / Beliefs:**

1) Primarily, this target consists of competitive regular shampoo users who desire Brand X's benefit of \_\_\_\_\_\_\_\_\_hair, but refuse to purchase Brand X because it is a 2-in-1.

**CONSUMER INSIGHTS:**

* I would love to have great Brand X hair, but I won’t use a 2in1 on my hair.
* XX% of representative consumers say they would never use a 2in1 -Shampoo Plus Conditioner due to a strong attitude that 2in1 does not work as well as separates. *(Source)*

|  |  |
| --- | --- |
| *Consumer Habits & Practises Study* |  |
| Never use a Shampoo Plus Conditioner (Rep Consumers) | Xx% |
| Disagree or strongly disagree that 2 in 1 works as well as shampoo & conditioner - Rep Consumers | Xx% |
| - 2-in-1 Non-Users | Xx% |

**TV AD STRATEGY:**

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| --- | --- |
| *Tactical benefit* | Now Brand X has shampoo in addition to its 2-in-1’s |
| *Equity benefit* | Brand X makes your hair great all the time. |
| *Equity support* | Brand X contains \_\_\_\_\_\_\_ that coats the hair shaft, improving the whole length of your hair. |
| *Brand Character* | Brand X is the expert on great hair. (Please see the attached reel of current on-air Brand X copy to get a better sense of the Brand X character.) |

**COMPETITIVE CONTEXT:**   
The category is highly fragmented (many brands and SKUs) and there is low loyalty. Users tend to switch around between brands and products hoping to get better results from their products. Image is very important in this category. Some of the factors that influence purchase intent are advertising, packaging, scent, product performance and price. In the last few months, 2 new brands have been introduced which may threaten Brand X somewhat: Brand Y and Brand Z.

**All channel share data for 6 months** (1991) in % of total market volume for period

|  |  |
| --- | --- |
| Brand A | XX% |
| Brand X | XX |
| Brand B | xx |

END