**Tv Advertising Creative Brief Project X**

**[Date]**

|  |  |
| --- | --- |
| **DATE**: | Fall 19XX |
| **PROJECT NAME:** | “Project X” Promotion TV Copy |
| **CONTACTS:** | Name: | Dept: | Phone: |
|  |  |  |  |

**Project Description:** Develop a :15s (if possible) television commercial in English and Spanish to support the FALL *“Project X”* Promotion. The goal is to begin airing Feb 2, 1991 by which time the promotional materials will be in store. We will need a decision on whether or not we can execute the spot in 15s vs. 30s. by Dec 8, 1990 when the media requests are due.

**BACKGROUND:** The *“Project X”* promotion will drive consumption of CLIENT participating brands by obtaining incremental display and feature support during the key Fall 91 period. To maximize participation the promotion is focused around a mail-in contest where consumers can win 1 of 2 national grand prizes consisting of*: A Brand Item A, 2 Brand Mountain bikes and $1,000 worth of Brand camping equipment*. (1 grand prize in the West, one in the East) There will also be regional prizes (4 regions in Country F) consisting of two Brand mountain bikes.

**PARTICIPATING BRANDS:** list of brands

**KEY COMMUNICATION OBJECTIVES AND DESIRED RESPONSE:**

|  |  |
| --- | --- |
| **Objective:** | To generate awareness and excitement for the CLIENT promotion to win 1 of 2 national grand prizes consisting of*: A Brand Item A, 2 Brand Mountain bikes and $1,000 worth of Brand camping equipment*. |
| **Secondary Objective:** | To communicate a “call to action” to the consumer to go into stores and look for the promotion display. |
| **Desired Consumer Response:** | Consumers will look for the promotion display in stores and will ultimately purchase involved CLIENT products as they participate in this promotion. |

**TARGET AUDIENCE:** Mothers aged 25-40.

**CREATIVE STRATEGY:**

|  |  |
| --- | --- |
| **Benefit:** | Consumers (moms?) can win 1 of 2 national grand prizes consisting of*: A Brand Item A, 2 Brand Mountain bikes and $1,000 worth of Brand camping equipment* for their families by looking for this promotion in stores now. |
| **Support:** | By purchasing two of the participating brands on display, families get a chance to win 1 of 2 national grand prizes consisting of*: A Brand Item A, 2 Brand Mountain bikes and $1,000 worth of Brand camping equipment*. |
| **Character:** | active, family, outdoor, fun |

**CONSUMER INSIGHT:** I wish there was a way I could get out of the city with my family for a fun, healthy vacation. We all love biking and maybe if we had the right gear we’d go camping.

**EXECUTIONAL GUIDELINES:**

* Display POP must be very prominent in the spot so consumers will know what to look for in stores
* Focus should be on the chance to win a Brand C
* Some brand identification of participating products (A pack shot can be obtained Agency F at telephone xxx)
* Partner firm’s logos: Brand, Brand

**PROCESS TIMING:**

|  |  |
| --- | --- |
| * CLIENT approval to strategy
 |  |
| * CLIENT approval to storyboards
 |  |
| * Partner/Brand approval to storyboards
 |  |
| * CLIENT presentation of rough cut
 |  |
| * CLIENT approval of fine cut
 |  |
| * Partner/Brand approval of fine cut
 |  |
| * Dub and distribute
 |  |
| * Airdate
 | Feb 2, 19XX |

**BUDGET:** $41,000 for production and talent (ex. media costs)

**APPROVALS:**

|  |  |
| --- | --- |
| Account Director \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Marketing Director \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Account Executive \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Assistant Brand Manager \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

END