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MA Creative Advertising - Creative Brief 2014

**Product** (*What the advertising is selling*.)

Innocent Smoothie (250 ml)

**Objective** (*The job the advertising has to achieve*.)

Remind the target audience of the benefits of Innocent pure fruit Smoothies.

**Strategy** (*How the advertising will achieve its task*.)

By convincing our target market that Innocent pure fruit Smoothies are a delicious, easy way to eat more healthily.

**Target market (***Who the advertising is aimed at.)*

Young urban professionals.

**Support (***Why the product is of interest to the target market.*)

* Made from pure fruit, not concentrate
* Nothing added, nothing taken away.
* 1 x 250 ml Smoothie = 2 of your recommended 5 units of fresh fruit/vegetables per day.
* Convenient single-serve packaging, easy to enjoy anywhere.

**Proposition (***The ‘hook’ that will attract the target market*.)

Innocent pure fruit Smoothie. Healthy eating, made easy.

**Competition (***Who else is fighting for the attention of your target market in this area?*)

Other fruit smoothies and fruit drinks. *Fresh fruit*.

**Mandatory** (*What has to appear in the advertising*)

Logo.

**Tone of voice** (*The type of character the advertisement should have*.)

Informative, honest and witty – see copy on pack.

**Media requirement** (*where the advertising will appear*)

* 1 bus shelter poster.
* 1 30 second radio script.
* An interactive execution in a digital medium





