

BA(HONS) CREATIVE ADVERTISING INTERVIEW DAY

BRAINSTORM BRIEF

Client

Lynx deodorant (Unilever)



Requirement

Online/viral TV commercial to launch the new 'Lynx Bullet' line extension.

Why are we advertising?

To raise awareness and trial/purchase of Lynx Bullet.

What do we want to say?

Lynx now gives you Pocket Pulling Power anytime, anywhere.

What tone of voice should we use?

Matey. Funny. Irreverent.

Who are we talking to

UK men aged 15 – 23.

What are the creative requirements?

The execution must be sufficiently irreverent to attract the target audience without being too offensive for mass consumption – remember, this is also a Unilever brand.

It is likely that the chosen execution will involve some sort of moving image/video.

What do we most want to draw attention to in this brief?

Lynx Bullet is a pocket-sized scent for young men.

Note: A rough storyboard or just a few key frames will help get your script idea across.

If you've time, think of a slogan after you've thought of a script.

If you've time, you can present more than one idea and/or other ways your script idea might work in press, posters, online formats etc.

Most important – it's the quality of the idea, not the quantity of work that counts.