

MA CREATIVE ADVERTISING - CREATIVE BRIEF 2015

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 = two of your recommended five 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*)

- One bus shelter poster.
- One 30-second radio script.
- An interactive execution in a digital medium.

