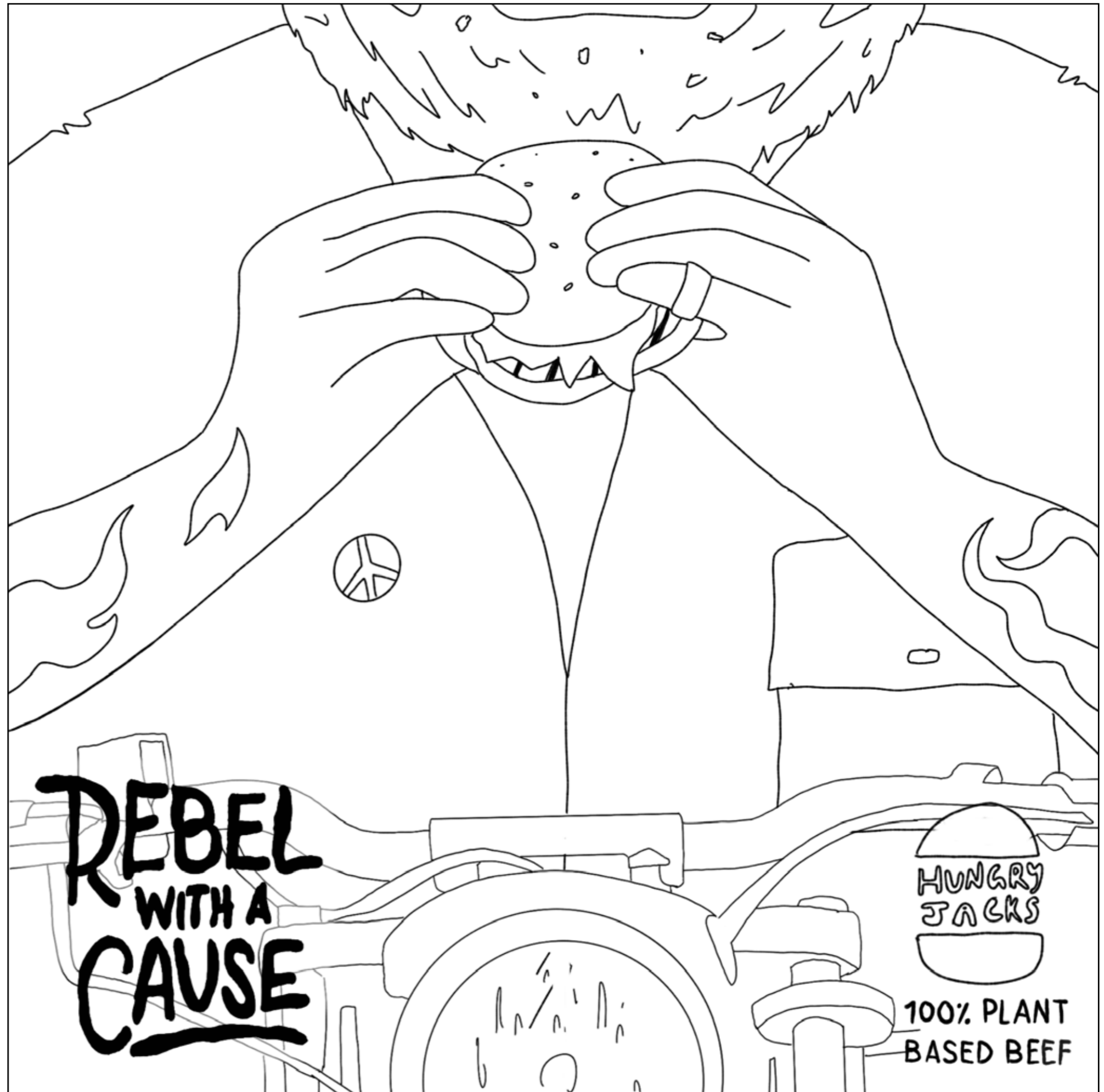


REBEL WITH A CAUSE

Brief 1 Hungry Jacks

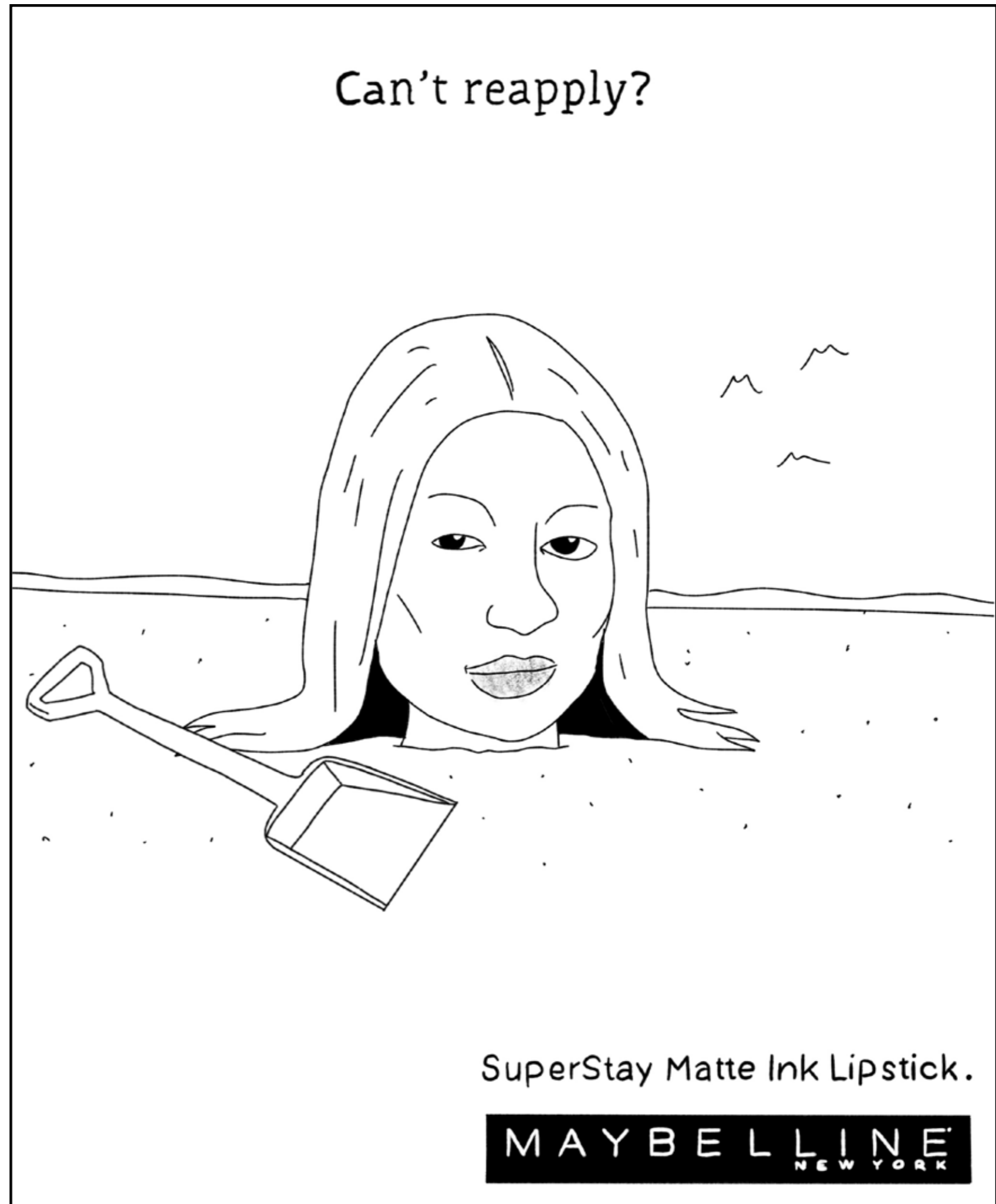
SMP: Guilt free burger



Can't reapply?

Brief 2 Maybelline

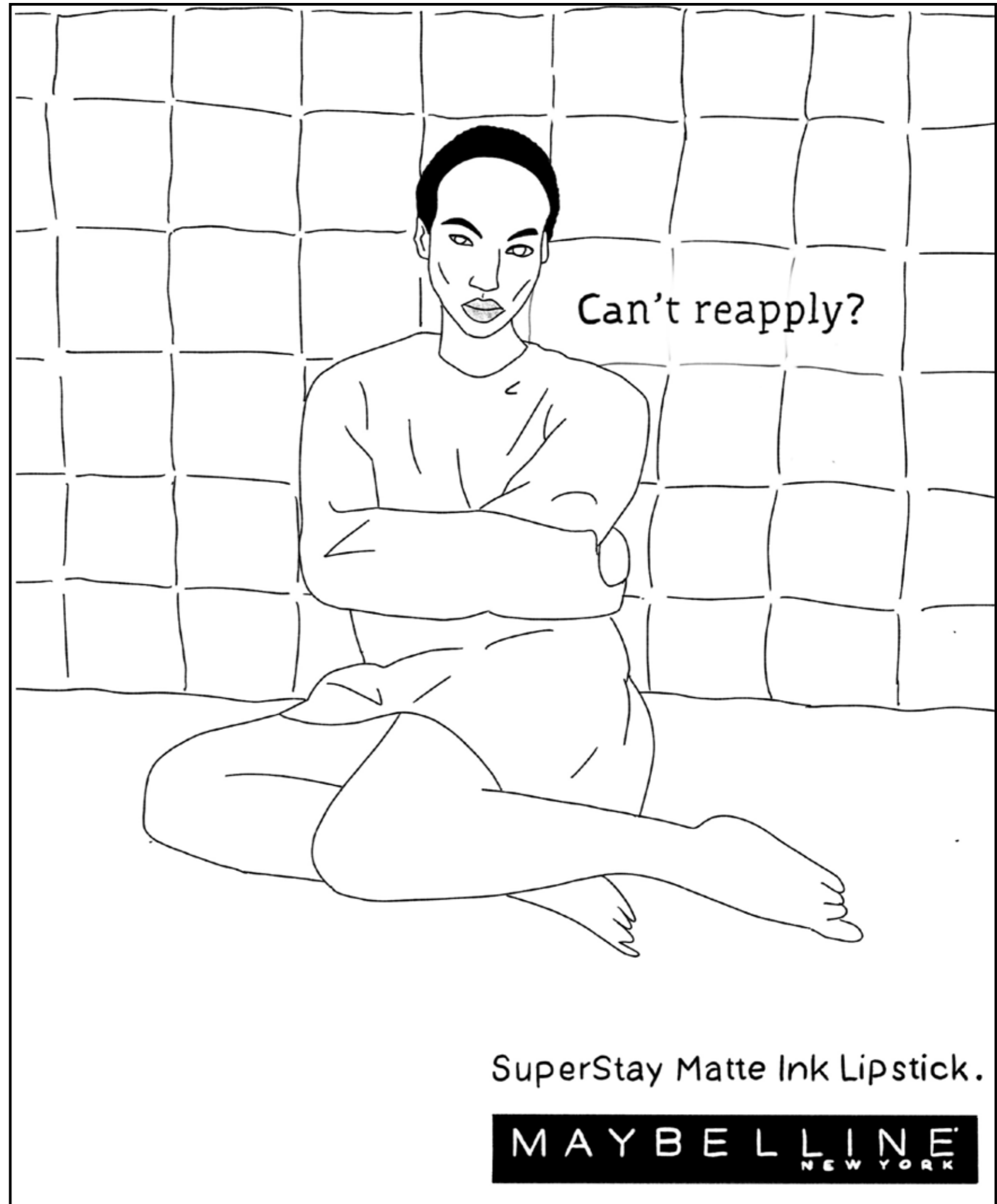
SMP: Longest lasting lipstick



Can't reapply?

Brief 2 Maybelline

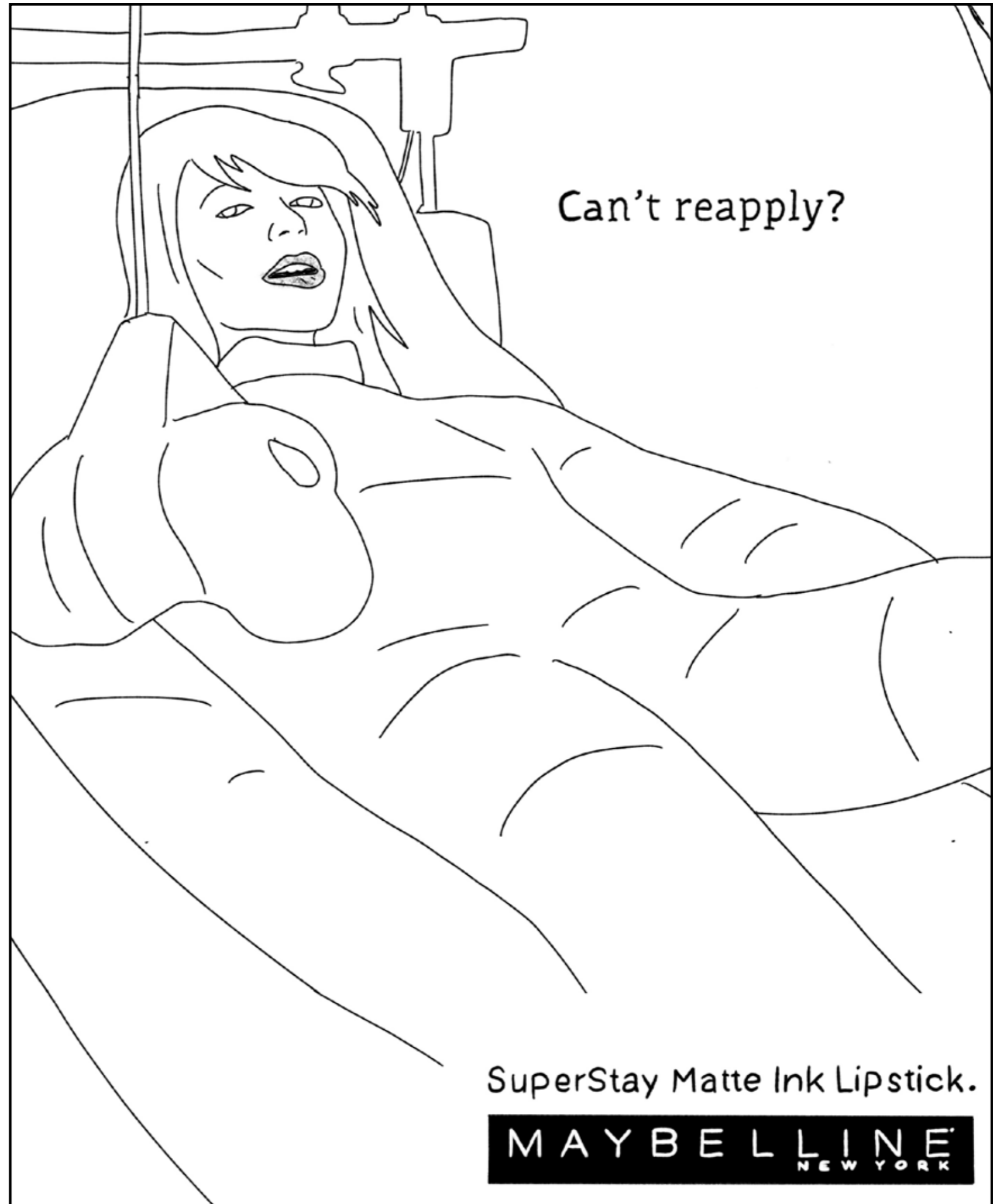
SMP: Longest lasting lipstick



Can't reapply?

Brief 2 Maybelline

SMP: Longest lasting lipstick



sleep without sheep

Brief 3 The Calm App

SMP: Drift off with ease



Employee: So... Mr. Shepard. Where was your last place of employment?



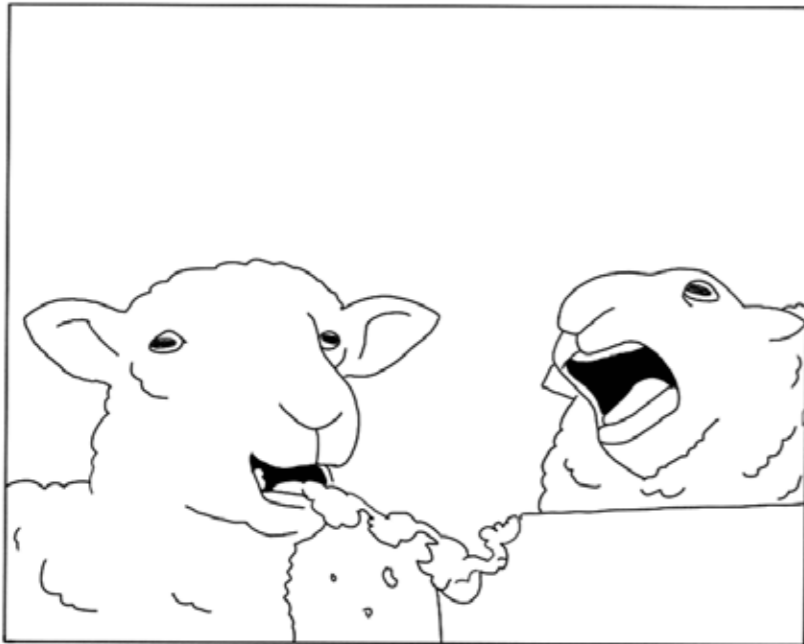
Sheep: BAAAAH

Employee: Uh, okay.



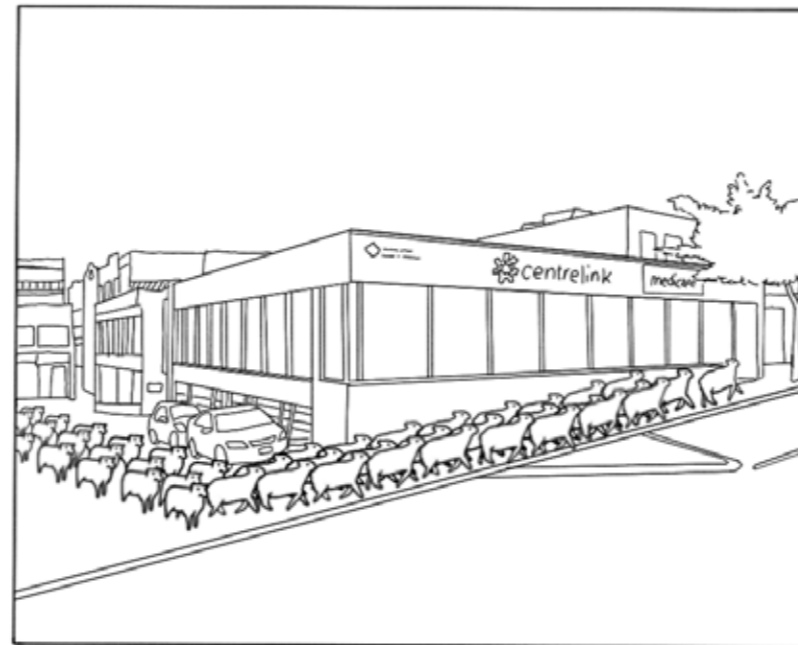
Employee: Please, you can all wait over here. OW! One at a time thank you!

VFX: Hundreds of sheep bleating and stampeding.

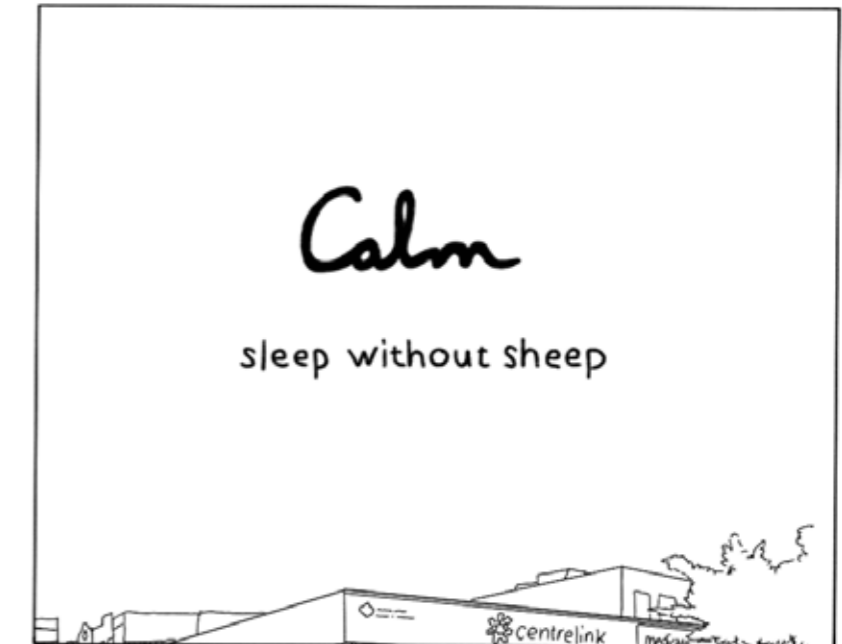


Sheep: BAAAAAH!

VFX: Sounds of furniture getting torn apart, office workers yelling in frustration



VFX: Bleating of thousands of sheep



VFX: Sheep bleating fades out into a calm silence

DANGEROUSLY SAFE

Brief 4 Tesla

SMP: Safer in every way

SFX: *Outdoor sound effects, birds chirping. Grassy footsteps approach*

Man: Hey dad! Look at what I got you!

Man's father: What's that son?

Man: It's a Tesla Model X.

Man's father: OH MY GOD! OH MY GOD!

Man: That's right! I wanted the safest car in the world for my wonderful father. It can self drive, has multiple cameras...

Man's father: I own a Tesla! Oh my god, I can't believe it, my very own Tesla! Yippie! THIS IS THE BEST DAY OF MY LI-

SFX: *The mans father groans and then thumps down on the grass. Then some silence*

Man: Dad...

V/O: The Tesla Model X. It's dangerously safe.

SFX: *Sobbing*

Man: Dad, no!

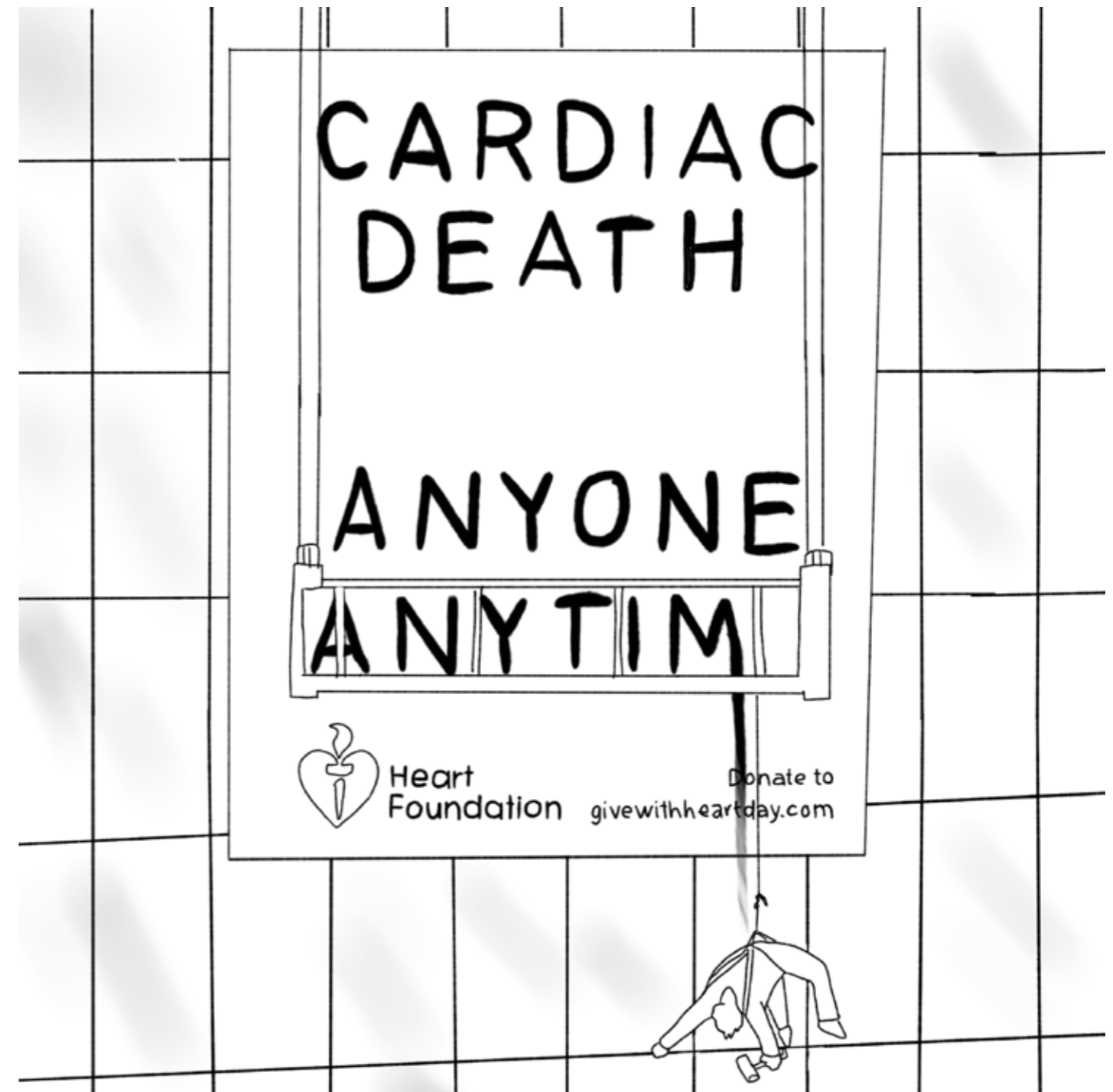
ANYONE, ANYTIME

Brief 5 The Heart Foundation

SMP: Young hearts break too

Insight: Cardiac death can unexpectedly strike anyone at anytime.

Idea: Have a young looking mannequin dangle from a building, having suffered sudden cardiac death while putting up a Heart Foundation ad.



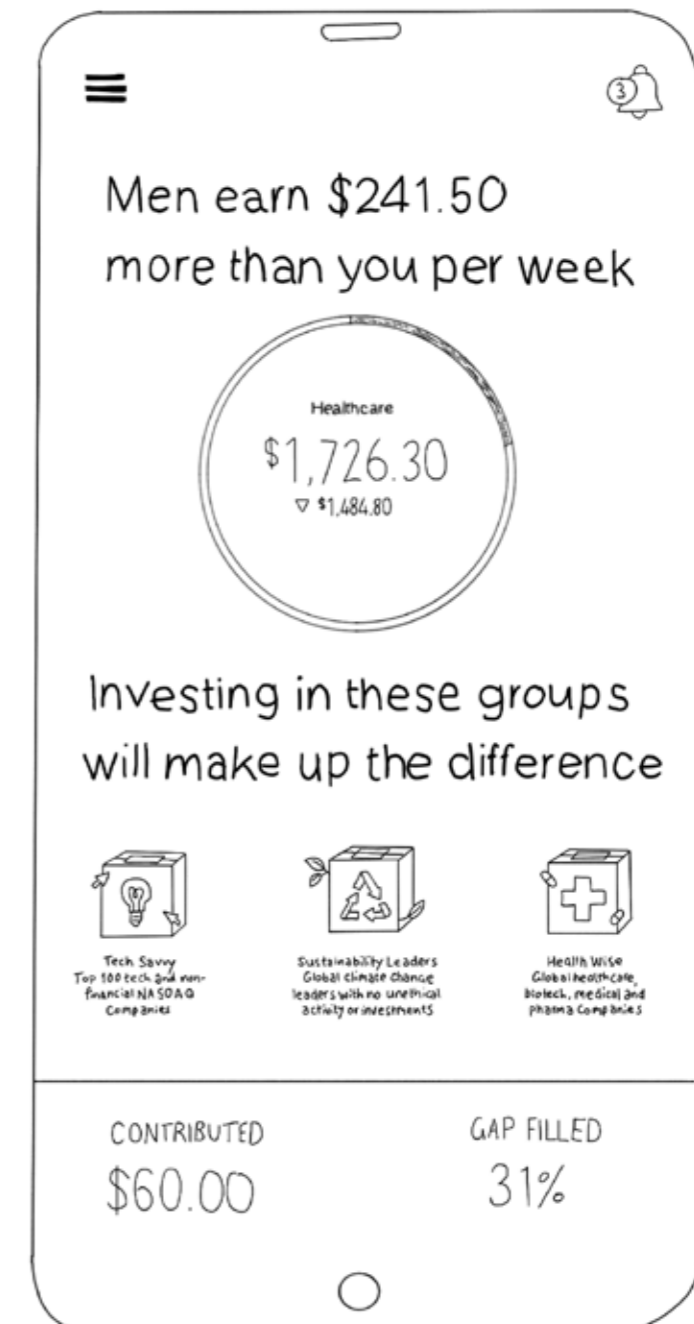
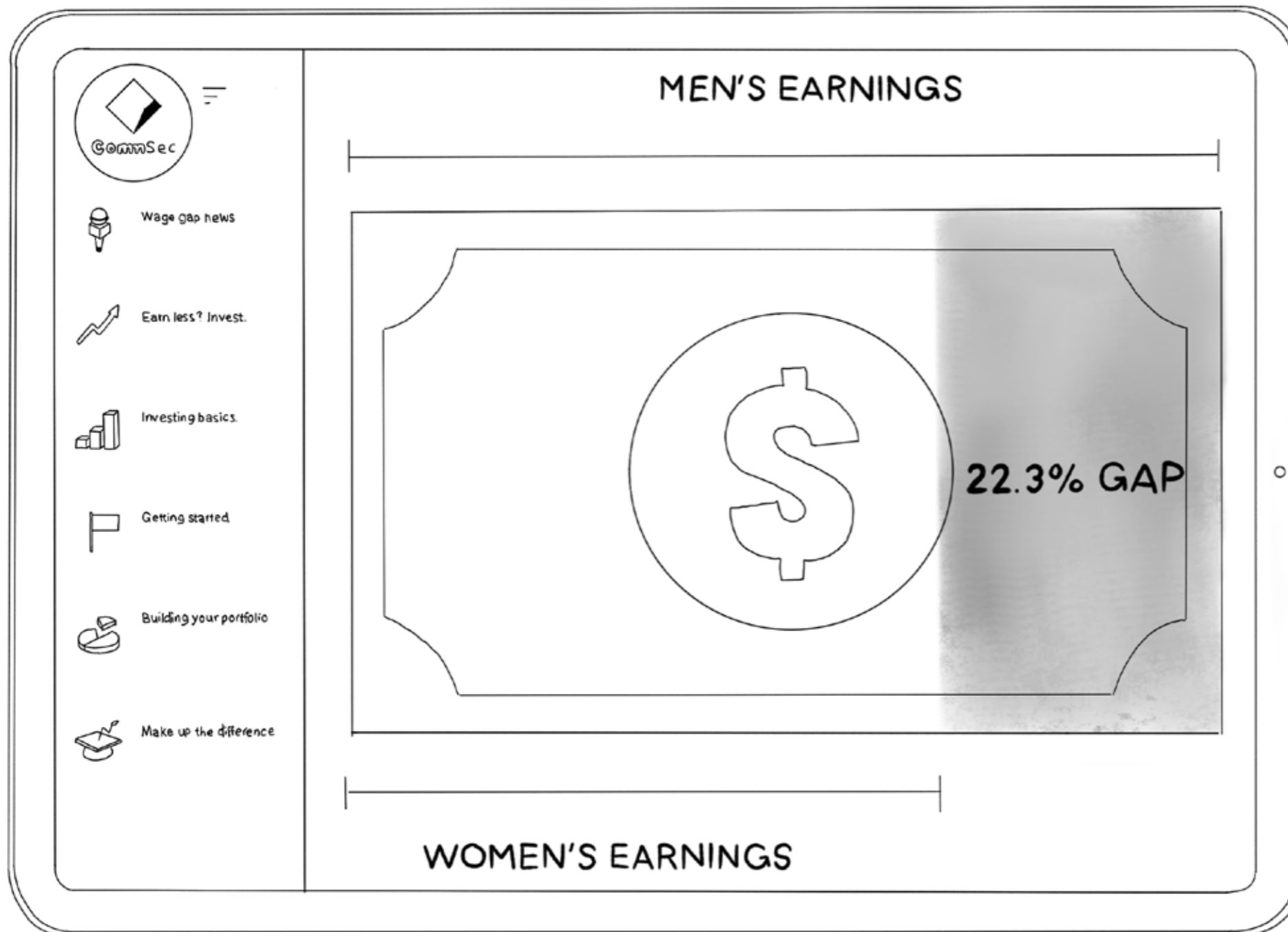
Fill the Gap App

Brief 6 CommBank

SMP: Investing is empowering

Insight: Women in WA earn less than men and as a result, have less to invest.

Idea: Create a PR driven app that helps women overcome the wage gap in their industry through investing.



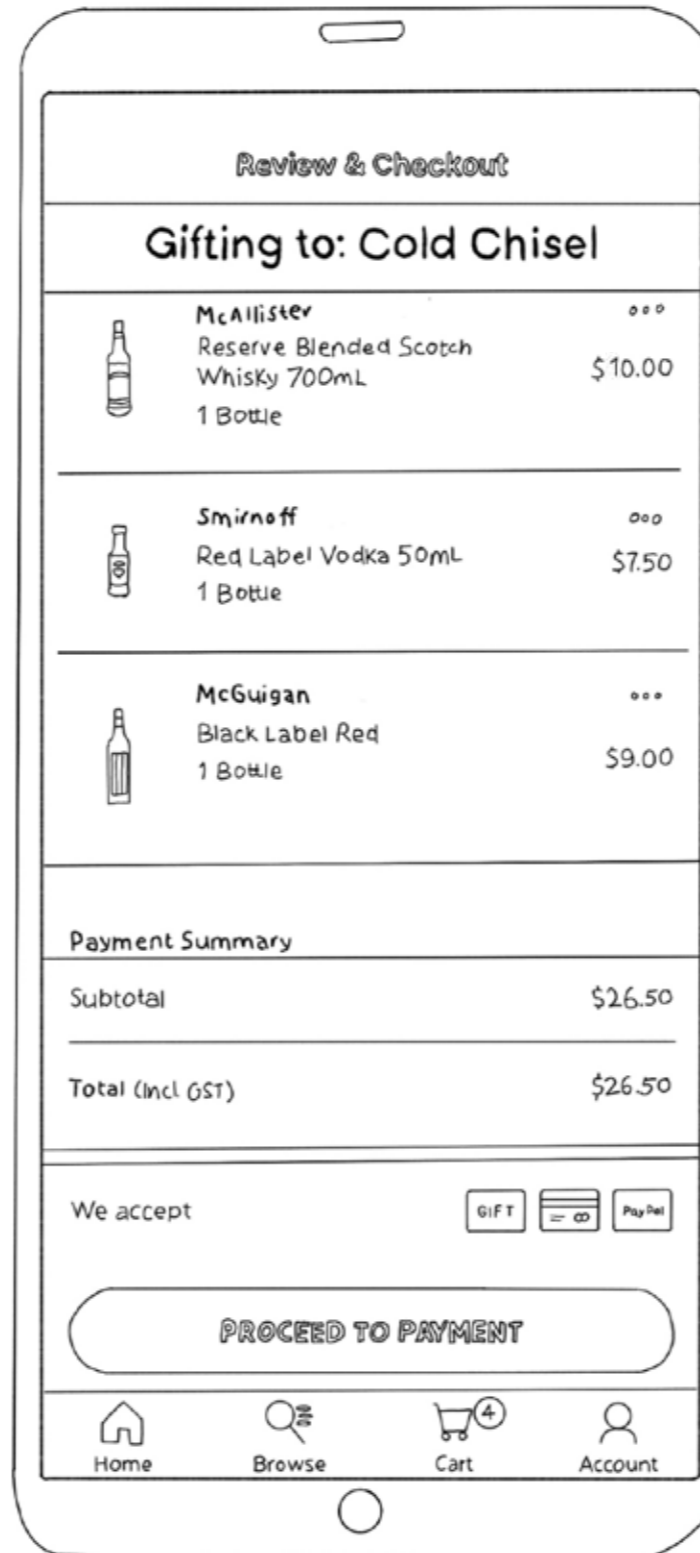
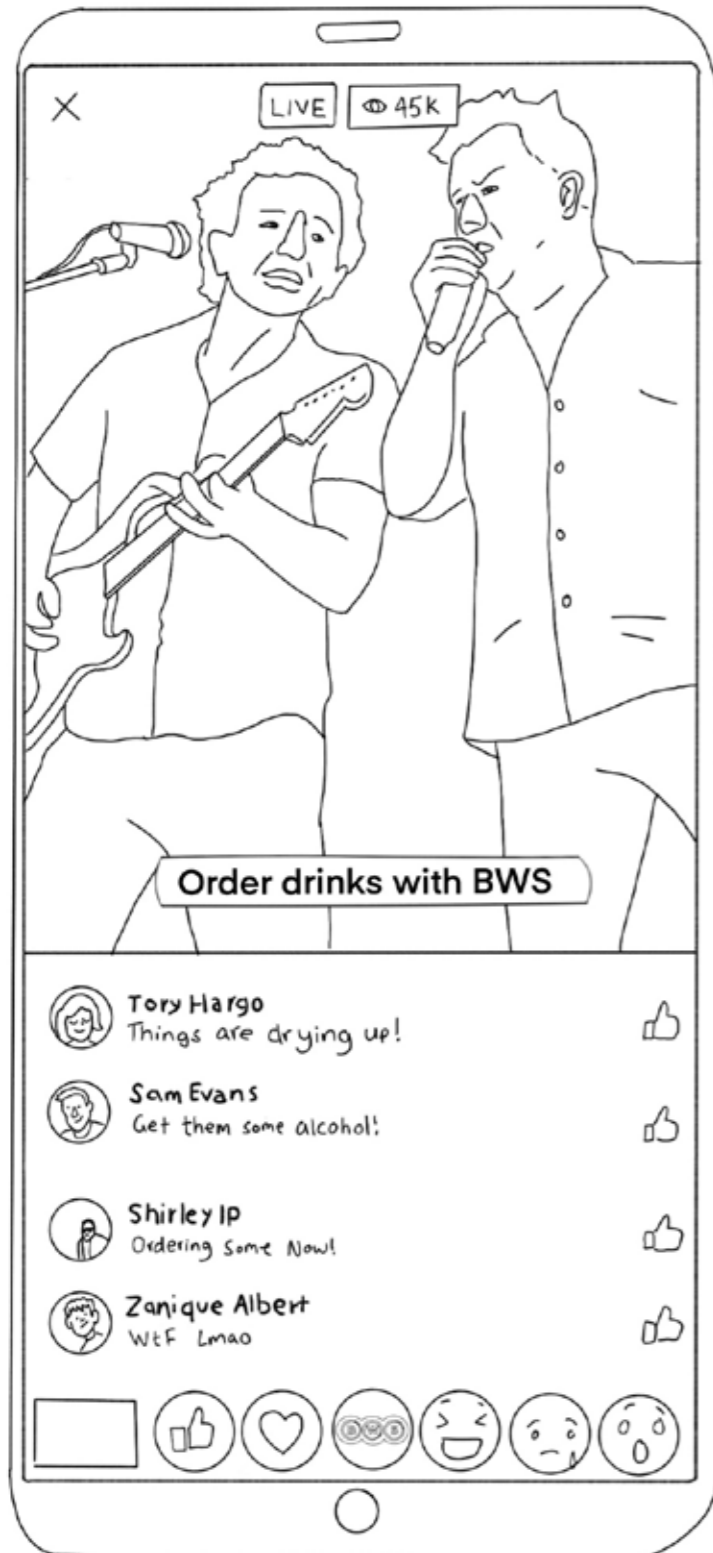
KEEP THE PARTY ALIVE

Brief 7 BWS

SMP: Your Bottle-O in your pocket

Insight: Running out of beer signals the death of a party.

Idea: A live-streamed concert that people keep alive by ordering the musicians alcohol. The more alcohol ordered, the longer and livelier the bands play.



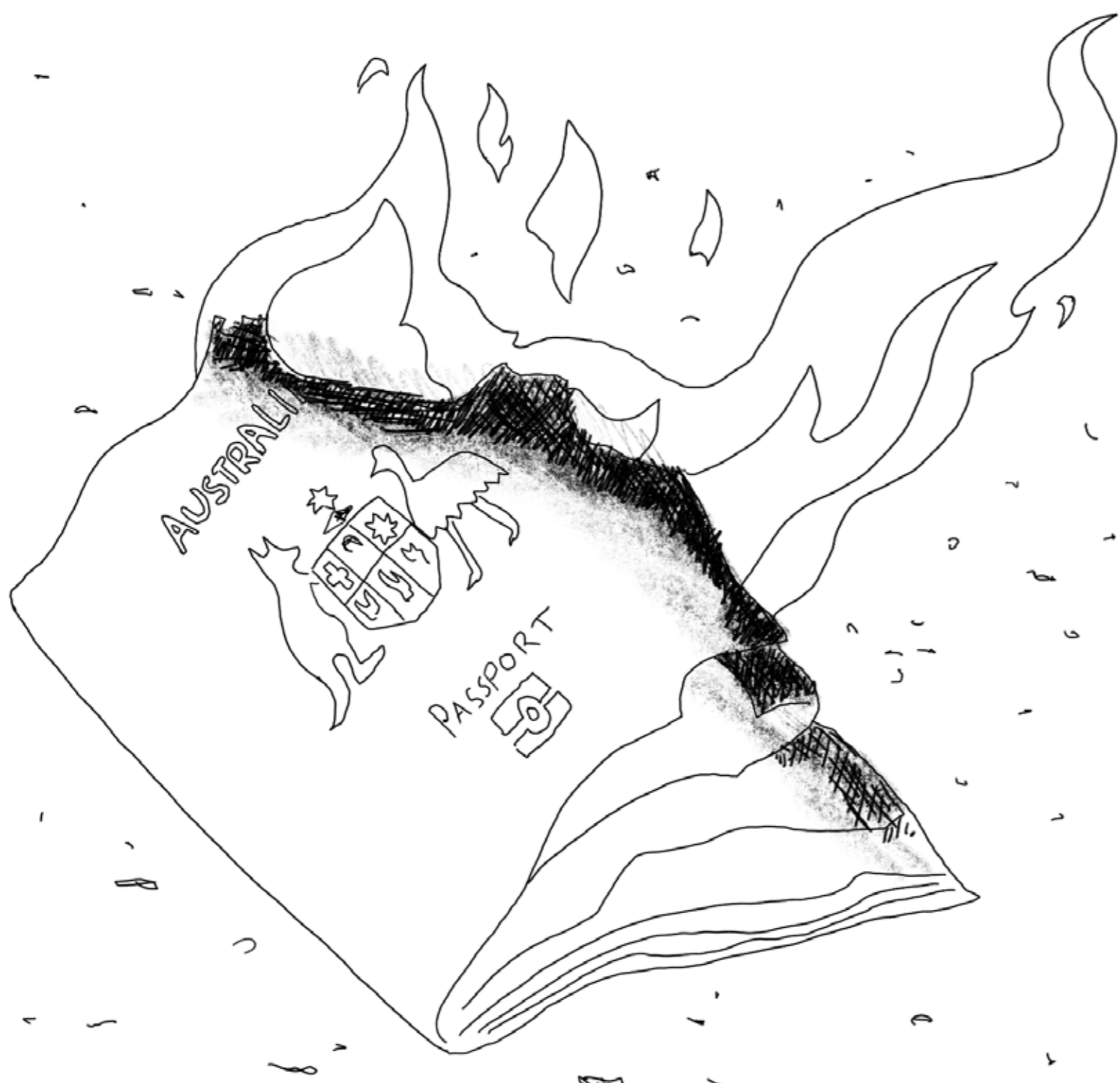
DESTROY YOUR PASSPORT

Brief 8 Wicked Campers

SMP: A road trip revives

Insight: Australians are more likely to travel outside of Australia

Idea: Let's ask Australians to prove their dedication to sticking with their own country by burning their passports. Send the remains to Wicked for a free camper van road-trip.

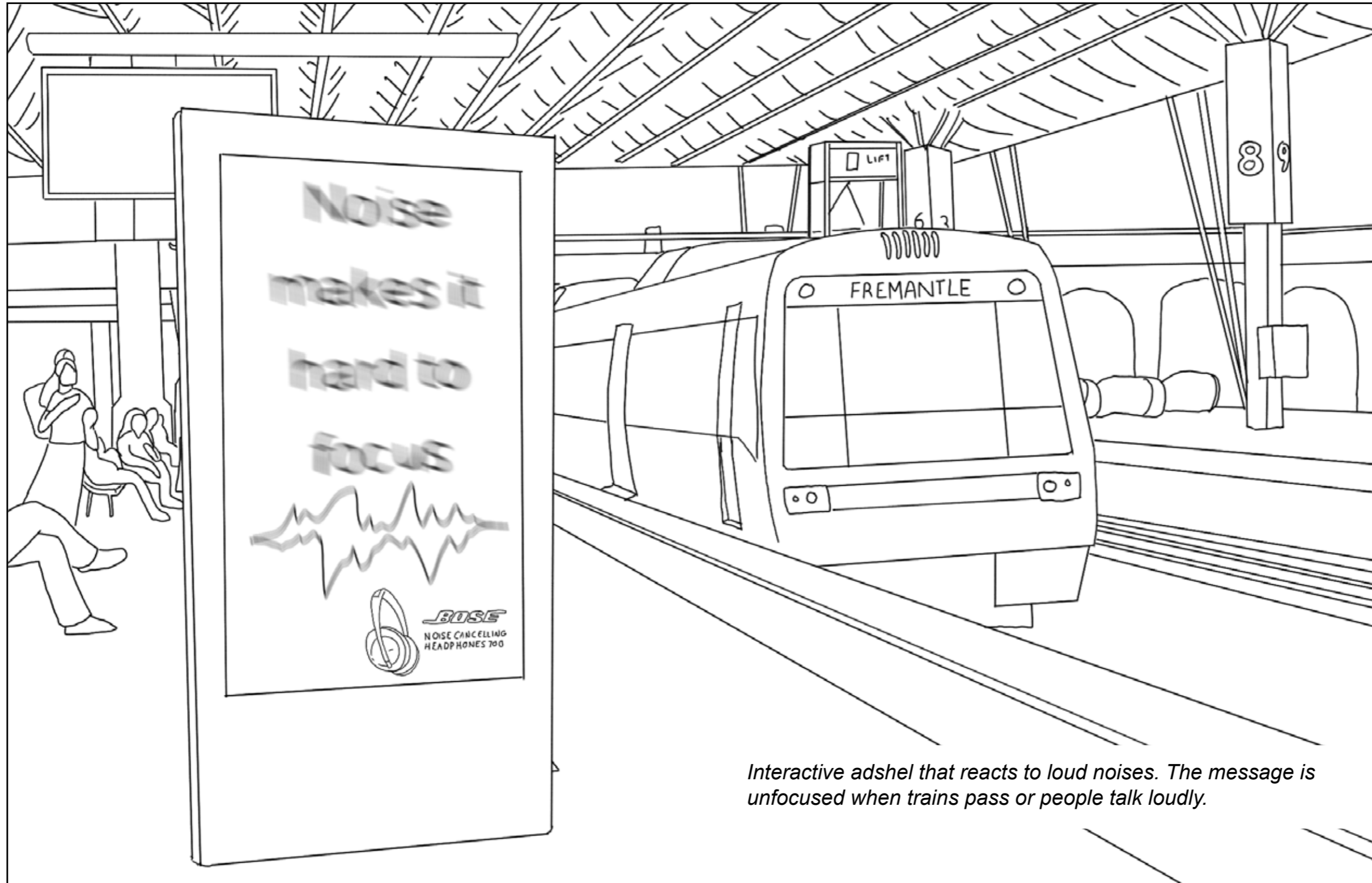


NOISE REACTING ADS Brief 9 Bose

SMP: Tune out the world so you can tune into your thoughts

Insight: It's easy to forget what you were doing in noisy environments

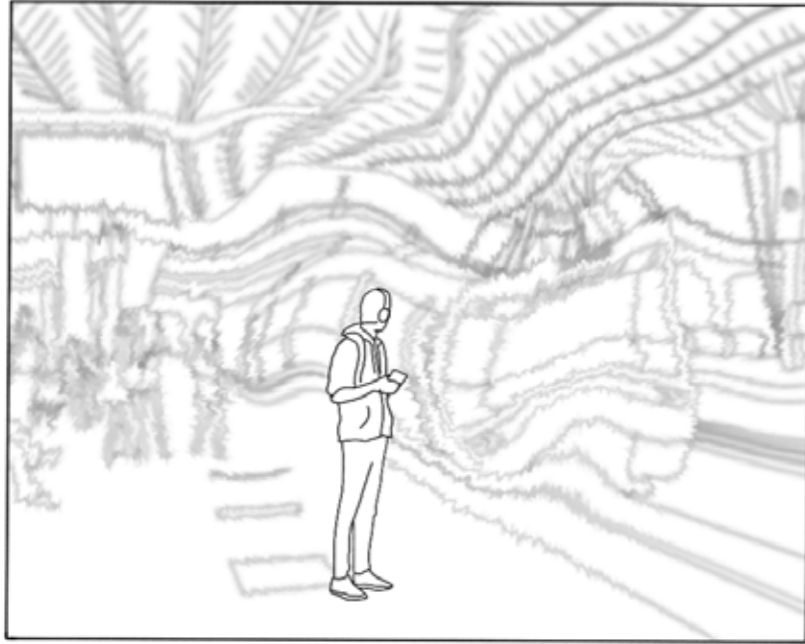
Idea: Ads that react to noise in real time by distorting and losing focus



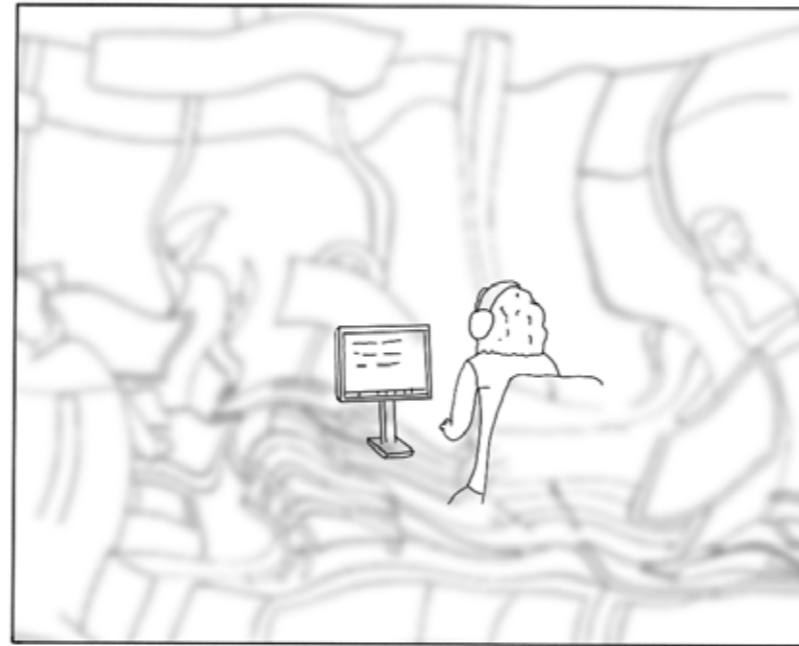
NOISE REACTING ADS

Brief 9 Bose

SMP: Tune out the world so you can tune into your thoughts



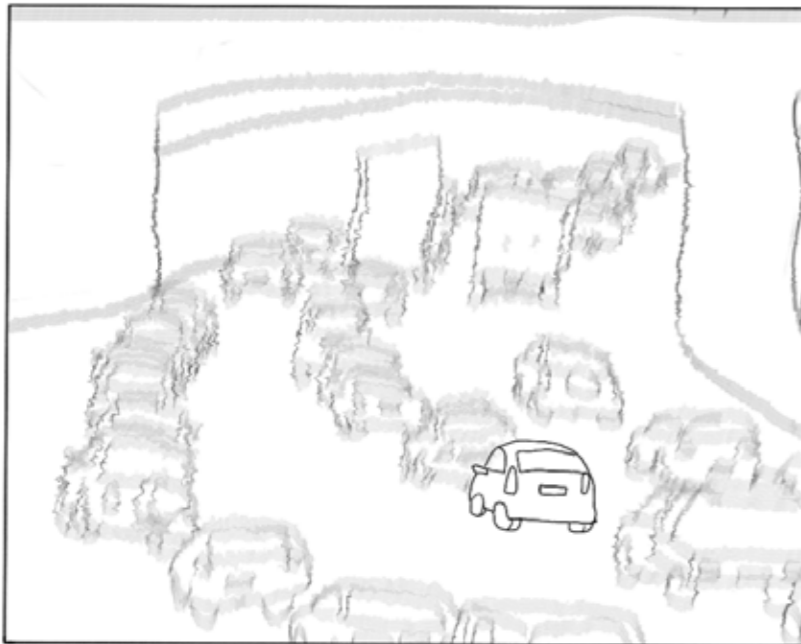
VFX: Trains passing and people talking, sound is distorted throughout



VFX: Office workers talking, general office sfx



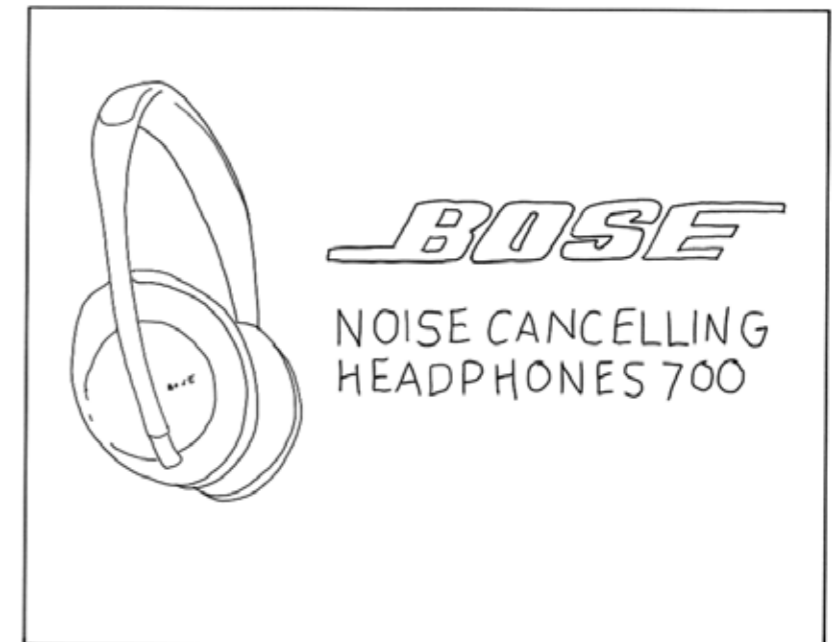
VFX: Cars passing and people talking



VFX: Many cars driving, honking of horns



VO: Noise makes it hard to focus.



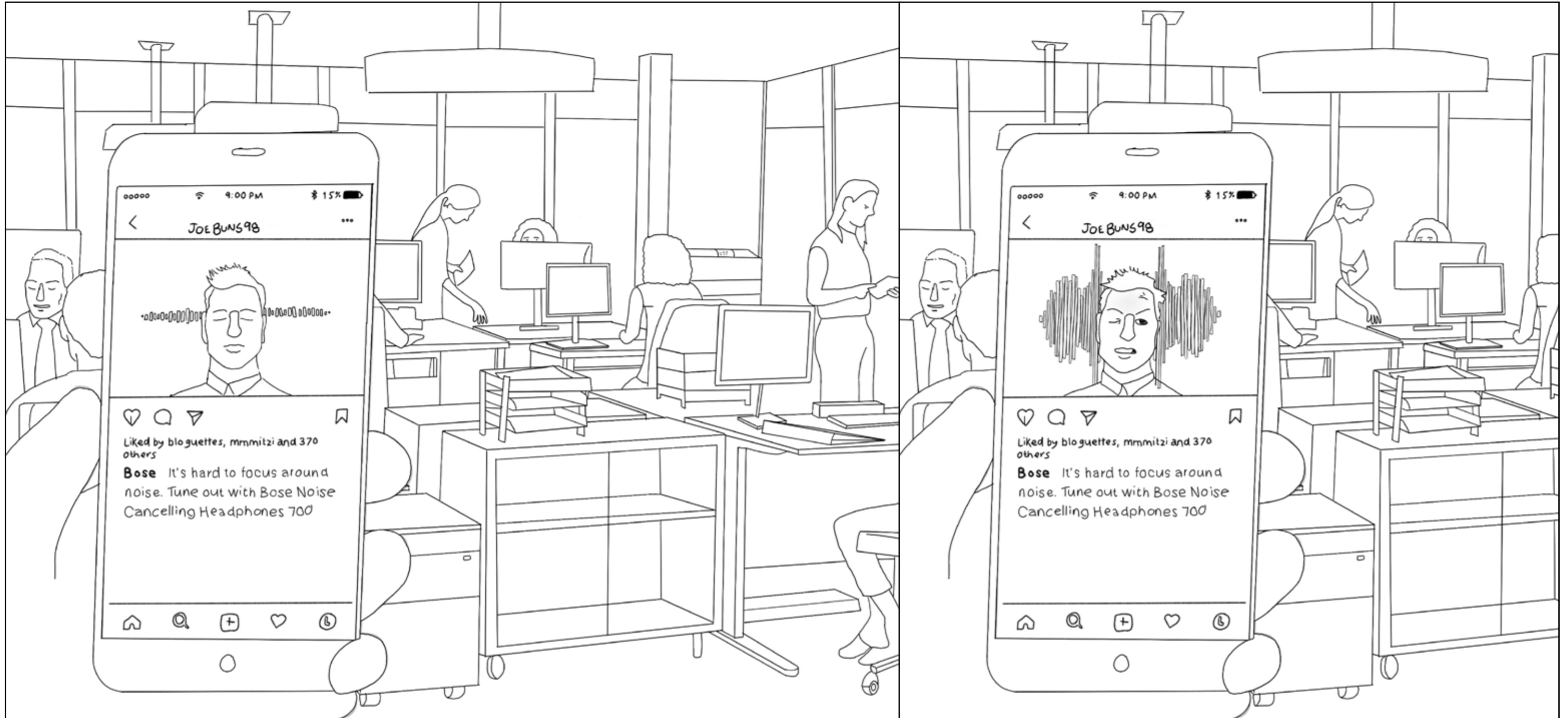
VO: Tune out with Noise Cancelling Headphones 700 by Bose.

NOISE REACTING ADS

Brief 9 Bose

SMP:

Tune out the world so you can tune into your thoughts



Interactive Instagram ads that reacts to noise using the phones microphone. A man is shown visibly losing focus by the users noisy environment.

Strategy brief

Client:	Wacom
Product:	Wacom One
Background:	<p>Wacom is a Japanese company that sells digital graphics tablets and related products.</p> <p>Creativity is at the heart of Wacom.</p>
Business Task:	Get people who aren't confident in art to consider buying a Wacom One graphics tablet.
Target Audience	<p>18 - 28 year old young professionals, not studying or employed in creative industries. They are lawyers and engineers.</p> <p>They don't have any experience with art and their skills are unrefined. They are too intimidated by great artists to start learning.</p>
Key insight:	People stop themselves from exploring and creating because they "can't draw". However, even the most talented of artists had to start somewhere.
Proposition:	Great artists start somewhere
Reasons to believe:	<p><i>Space to play around in</i> The Wacom One features a 13.3" screen that gives room to explore your creativity.</p> <p><i>Pen on paper texture</i> Feel like your drawing with pen on paper for a natural and familiar drawing experience.</p> <p><i>Drawing assistance</i> Multiple accessibility options for smoother and straighter lines, screen magnification and even precision drawing.</p> <p><i>Bonus pack</i> The Wacom One comes with a bonus pack that contains tutorials and programs so that you can get creating faster.</p>
What are we making & where will it be?	An Integrated campaign that focuses on highlighting beginner artists through social media, print and ambient executions.
How will we know if we've succeeded?	Increase of sales for the Wacom One.

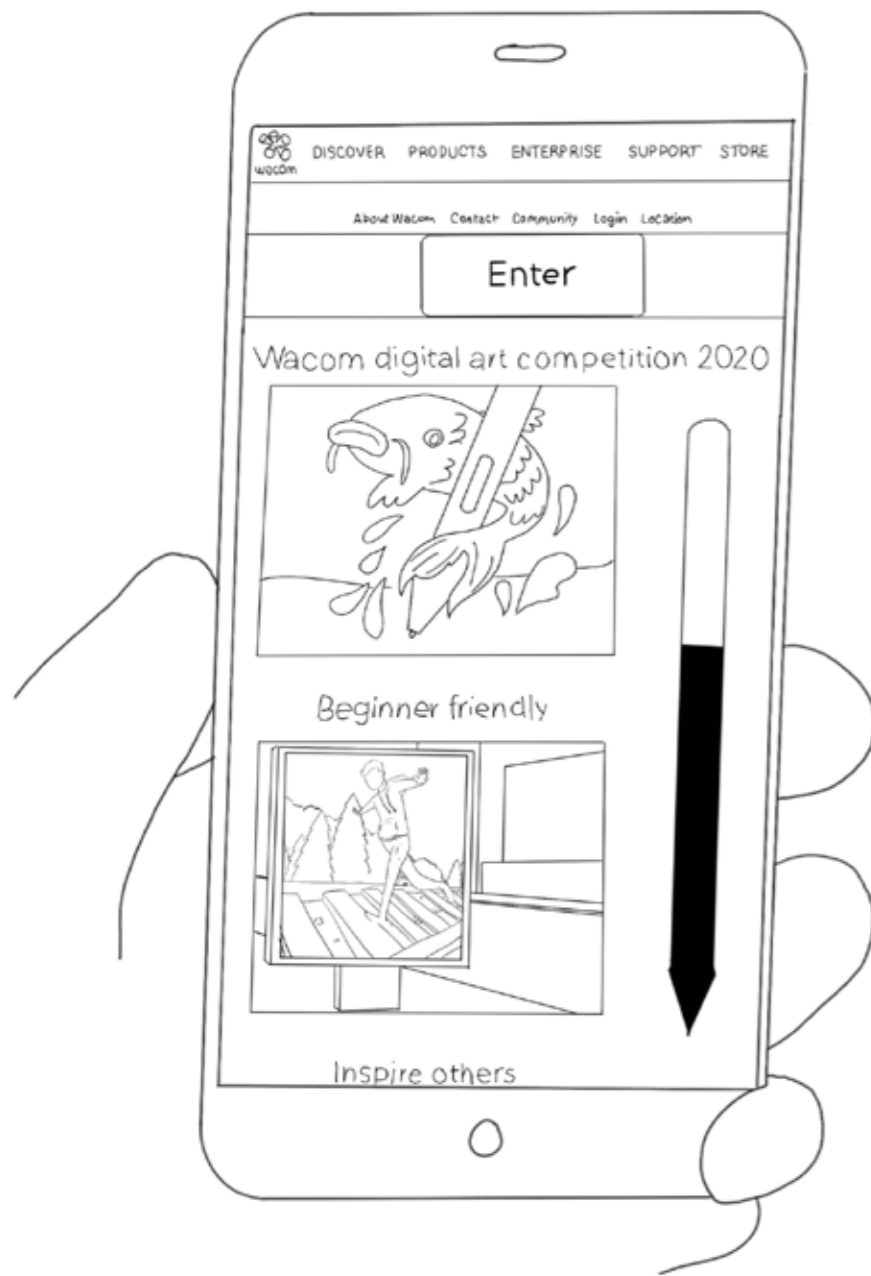
Worst Winning Art

Brief 10 Wacom

SMP: Great artists start somewhere

Insight: Great artwork can be intimidating and off putting to new artists.

Idea: Subvert a normal art competition, in which the worst art is rewarded and displayed to inspire newcomers.



A seemingly normal online art competition calling for people to enter their own artworks.

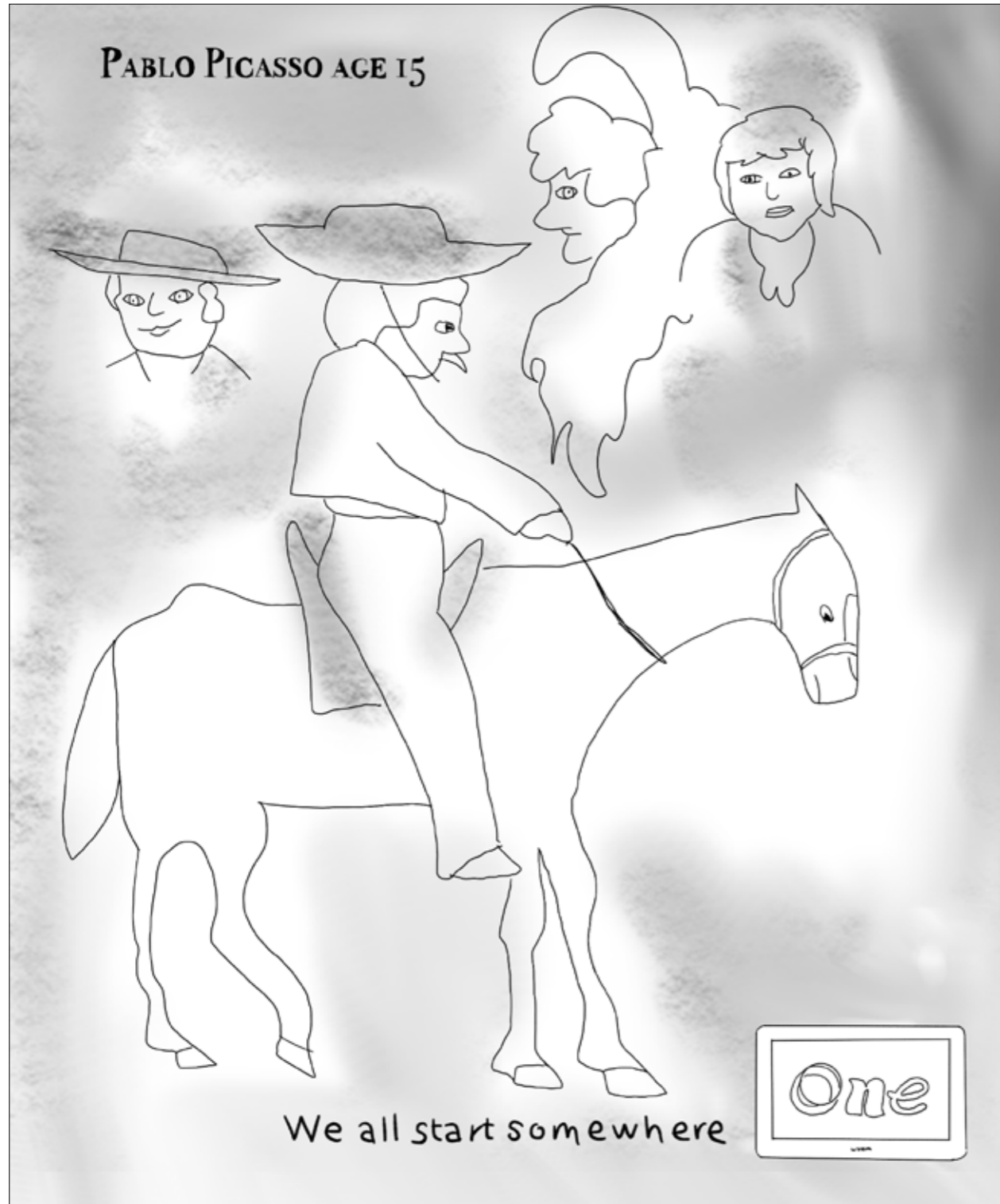


Public art exhibition displaying the worst winning entries over the best.

Worst Winning Art

Brief 10 Wacom

SMP: Great artists start somewhere



Print ads displaying badly drawn art from famous artists alongside the worst winning art.