# Creative Brief

Name of Agency:Creative Space

Your name: Anna McCoy

Client: Natures Organics Pty Ltd

Product/Service: Purity Sensitive Baby Products

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### Why are we advertising?

Due to minimal promotional activities for these products, advertising will be used to increase awareness and eventually to gain brand preference within the target market.

### To whom are we advertising?

Advertising will be directed at Mothers, Soon to be Mothers and Primary Caregivers of newborn babies, toddlers and young children.

### What do they currently think?

They want the best for their child and are aware that children of this age have sensitive skin, but that suitable natural products are expensive and there are limited options available, with cheaper brands being “less effective” than dominant brands.

### What do we want them to think after exposure to the communication message(s)?

That Purity Sensitive Products are effective, all natural organic ingredients that provides moisture and protection for sensitive/delicate skin and don’t cost the earth.

### What is the key consumer insight?

Purity Sensitive are great products, natural, affordable and safe enough to use on their child.

### What is the single most persuasive idea or Unique Selling Proposition about the product?

Purity Sensitive Products are gentle on the sensitive skin due to their all-natural ingredients, providing moisture and protection without the expense.

### Why should they believe it?

The history, reputation and longevity of Natures Organics brand; the quality of the natural organic ingredients, endorsed by customer testimonials and surveys.

### What is the personality of the product you want to convey?

The personality of the product will be caring, helpful, knowledgeable, understanding and sensitivity to the needs of target audience and the skincare needs for their children.

### What media will likely be needed to transmit this message effectively?

Television Commercial, Print Media and Digital Media

### What specific creative guidelines should direct the creation of the advertising?

The Television Commercial (TVC) should consist of a 30 second ‘slice of life’ advert with ‘Fantasy and Surrealism’ elements. It should create a lot of imagery of nature, intimate moments with a mother and child, with factual information regarding natural ingredients. This should incorporate various shots (LS, MS, CU and ECU) and easy listening music in the background.

Print media should include Full Page Magazine Advertisement (Color) consistent in presentation with the other platforms (TVC and Digital Media).

Digital Media should include a social networking campaign (i.e. Facebook), and possibly a pop up window on the company website. The color themes and graphics also need to be consistent with the presentation other platforms (TVC and Print) to convey congruency of the message and product in general.