



## Pre-work – Newcastle Meeting

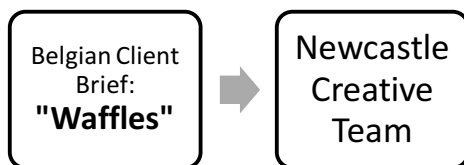
### Assignment:

#### TASK. 1 – Prepare and send a Client Brief

Each delegation must prepare and send a client brief to a partner college. This client brief must give information about a product that is typical of their home country that they wish to promote to the partner's home market.

*For Example:*

***The Belgian Department for International Trade want to sell 'Authentic' Belgian Waffles to the Newcastle Market.***



- The client brief **MUST** contain basic information about the product that they wish to be promoted such as pictures, ideal target audience, background information etc.
- Once the client brief prepared it is then sent to the creative team in a partner college no later than the **15<sup>th</sup> May 2017**.
- The receiver can ask for more information if it is necessary.

### Now the creative bit...

#### TASK. 2 – Prepare a creative brief & produce a 30 second commercial to sell the product.

With the **support from a coach** the creative team from the receiver country must produce a **creative brief** which will help them to produce a **30 second commercial** to sell the product to their home audience.

The creative brief\* is the foundation of any great advertising or marketing campaign. It's the treasure map that the creative team follows, and it tells them where to start digging for those golden ideas. A creative brief is a creative team's interpretation of the client's wishes so it is your job to get as much information about the product that you possibly can. If you need more information about the product then go back to your client and ask!

*Your creative brief should include the following:*

- **Product Background / Overview** – *Does it have a story?*
- **Target Audience** – *Who are you speaking to?*
- **Objectives** – *What do you want to achieve?*
- **Tone of voice** – *Funny, Serious, Educational, Emotional etc.*

- **Single Minded Proposition** – *this is the key message you want to communicate. (Remember Nike – Just do it!)*
- **Key benefits** – *these are the reasons to believe in the product and buy it.*
- **Deliverables** - *TV Commercial, Viral Video, etc. YouTube Video (note: this should be appropriate to your target audience.*

\*Normally you would send you would send your creative brief back to your client for approval but in this case you will present it in Newcastle in November as part of your pitch!

Using your creative brief as your source of inspiration you must produce a **30 second commercial to sell your product to your home target audience.** How you do it is up to you but the bar has been set extremely high in Lisbon so the sky is the limit!

## ESSENTIAL INFORMATION

- Your final **30 second** (Max.) commercial, the creative brief and any other supporting material such as research, moodboards etc. must be presented in Newcastle as part of a 10 minute pitch presentation.
- Music, sound effects whatsoever can be implemented in the final production as you like, however the music must be **free of rights.**
- Animations, titles, whatsoever can be implemented as you like.
- Final production must be uploaded to ftp server – **by Friday 10<sup>th</sup> Novemeber.**