

CREATIVE BRIEF

Client

Acme Blender Company

Background

Blenders have long been a popular household appliance used to create milkshakes, smoothies, sauces and many other culinary delights. For the past five years, Acme Blender Company's sales have been declining. Blenders in general have been replaced with food processors, juicers, slap-chops, and a variety of other gadgets. While Acme Blenders get the job done at a fair price, they have no real product differentiators.

Objective

We need to make blenders relevant again, and get our target audience talking about Acme Blenders with a campaign they'll want to share.

Who are we talking to?

Josh and Heidi. They're 23 years old, and just moved out of their parents' houses into their own apartment. They own a few hand-me-downs from their parents and some furniture from Kijiji and IKEA, but they are in the market to pick up some new household basics.

They're hard to reach with traditional advertising like TV and newspaper because they use Netflix, listen to Spotify, and use Adblock on their computers. They listen to the radio driving to and from school in the winter, and will typically read a few magazines using Zinio on their tablets. They get their information on what to buy from their friends, online reviews, and perusing Kijiji or Craigslist.

They're well connected socially and they spend time with friends and family several times a week. They're active and enjoy paddleboarding in the summer, and yoga in the winter. They try to eat well most of the time, but they'll go to fast food places a few times a week out of convenience, and they also enjoy having a few too many drinks with their friends at a lounge on weekends.

What do we know about them that might help?

Because juicing has become more popular, Josh and Heidi are currently looking for a juicer. They need to be shown why an Acme Blender is a better choice.

Your challenge

Come up with an ad campaign that will convince Josh and Heidi to buy an Acme Blender. We would like to see a magazine print ad, a 30-second radio script, and one other media option that you think is appropriate to reach them. We don't care what it looks like (scribble it on a napkin, build it in Word, or whatever you want), we just want to see your thought process and that you can come up with a great idea.

Due date

Please submit your campaign and a one-page resume by February 28, 2015 to acmeblenders@marketingden.com or mail it to 3 – 3002 Louise Street, Saskatoon, SK, S7J 3L8. No phone calls please.