

FALMOUTH UNIVERSITY

MA Creative Advertising - Creative Brief

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 = 2 of your recommended 5 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*)

- 1 bus shelter poster.
- 1 30 second radio script.
- An interactive execution in a digital medium

