**Assignment 3 (groups of 3 or 4) 25%**

You are required to come up with a creative idea that will solve the problem/opportunity posed in the 2FM Toy Appeal brief. Then you will present your idea to the class. Marks will be awarded on the basis of the following (marking scheme out of 100):

* Evidence that you have taken all aspects of the brief into consideration (e.g. target audience, objectives etc) *(25 marks)*
* Your ‘Big Idea’ – you must be able to rationalise your big idea; where did the idea come from; what sources did you draw on e.g. an artist, a movie, music, a place etc. *(45 marks)*
* Visual aids and presentation – you should present your idea on a poster. It won’t be highly finished. The important thing is the idea – a good idea will shine through! *(30 marks)*

Presentations will take place week commencing 2nd December 2013.

# Toy_Appeal_Globe_Logo.jpg

# Creative brief

|  |  |  |  |
| --- | --- | --- | --- |
| Client/product | 2FM Toy Appeal for SVP (III) | Briefing date | 22nd Nov |
| Task | **PRIMARY**  Create a joint awareness campaign led by RTÉ 2fm and partnering with St Vincent de Paul  **SECONDARY**  Encourage campaign engagement and toy donation | **Presentation date** | w/c 2nd Dec |
| **Budget** | N/A |

|  |
| --- |
| **Background** *a brief summary of the reasons why we’re advertising and the need for new creative year III of the campaign* |
| 2010 saw the launch of 2fm Toys for Tubs, an organic programme based drive for SVP that resulted in the collection of Toys with a cash value equivalent of €200,000. In year II the promotion was dialled-up to a cross station promotion incorporating multi-show activity and a multi-modal through-the-line marketing campaign. The campaign included national and regional print, online via RTE.ie, Radio promos, in programme content and outside broadcasts and was supported by the SVP annual appeal (Toy Appeal logo on end frame and VO by Ryan Tubridy). In year II there was a formal arrangement with Supervalu who came onboard as the official retail partner for the campaign all of which was supported by extensive social media activity across Facebook and Twitter etc. The up weighting of the campaign and significant marketing investment in year II resulted in a 600% year on year increase in collection values to €1.2m.  For 2fm and SVP the Toy Appeal is a mutually beneficial arrangement. Christmas is naturally one of the most pressing times for the SVP organisation and is when the charity is most called upon by its service users. Given the downturn in country’s economy in recent years SVP have found that even past supporters are now reliant on their assistance. For 2fm the Toy Appeal presented an opportunity to have an aggressive Q4 (Oct to Dec) presence in the market, and to take the likes of TodayFM’s Shave or Dye head on with a listener engagement call-to –action central to the campaign activity. It also allows the station to speak to the target cohort 25-44 national adults. |
| **The purpose of the communication** *what is the desired result of our efforts?* |
| **2FM:** Build positive brand sentiment and increase listenership loyalty whilst enabling recruitment i.e. a rise in listenership.  **SVP:** Drive donations (toys) at this crucial time for the charity, increase brand sentiment. |
| **Who we are talking to** |
| Primary - Irish adults 20-44  Secondary – Housekeepers with kids |
| **Insight** *what belief or behaviour have we discovered in our target (above)* |
| Christmas is a time for giving and now more than ever charity begins at home. This is the one time of year when people want to make a difference and do something good for someone else. The downturn has taken its toll on everyone but Christmas is possibly the one time of year when you count your blessings and think what you can do for those worse off than yourself. |
| **Proposition** *what single thing are we going to say that addresses this belief or behaviour?* |
| The 2fm Toy Appeal for St Vincent de Paul epitomises the sentiment of care and giving around Christmas time. Join 2fm and St Vincent De Paul in helping to make Christmas magical again for children and families who are struggling. |
| **Tone and Manner** |
| Positive, caring, light hearted |
| **Requirement** |
| A new creative concept for an outdoor campaign to support the 2013 2fm Toy Appeal for SVP  Creative needs to be easily adaptable to suit online and print |
| **Practical Considerations** |
| Concept/mechanic needs to:  - Be simple with a clear and instant link to the 2fm Toy Appeal - It must facilitate the goal of generating toy donations   * 2fm presenters can be used in creative - Hector, Ryan Tubridy, Colm Hayes, Rick O’Shea, Will Leahy Dave Fanning, Dan Hegarty, Ruth Scott, Paddy McKenna, Jenny Greene * The mechanic needs to drive people to get involved and donate toys |
| **Mandatories:**  2fm Toy Appeal Logo; the logo will remain in-situ for the 2013 campaign  Toy Appeal Webpage url  Toy Appeal Virtual Store url  Supervalu logo  Call To Action: Support the 2fm Toy Appeal for St Vincent de Paul. Drop a new toy into your local Supervalu today |
| **Media:**  Outdoor.  Online |

**Appendix**

****