**Unit 20 Briefs**

**For UNIT 20 you will be creating a cross-media campaign to raise the profile of one of the 3 products below. Please research your target audience and create a client entity**

**Brief 1 – MoodWater**

The makers of Cheeky Cherryade, Fizz Ltd have invested time and money into researching how to help young people stay hydrated whilst also enhancing their moods. Working with King’s College London, they’ve investigated how certain flavours added to H2O can enhance productivity, happy feelings, energy and general mood. Fizz Ltd are launching 4 new sugar free flavours to the UK, ready for the Summer and now need an advertising campaign to support them.

Flavours include:

Lavender Lush – a blend of lavender, mint and peach to create a calm and chaos-free day.

Party Paradise – a blend of mango, coconut and pineapple which increases energy levels.

Brainy Banana – a blend of banana, strawberry and watermelon to help brain activity and staying focussed.

Sunshine Smile – a blend of papaya, passionfruit, lychee and apricot to help boost happiness and positivity.

Fizz Ltd would like a magazine advert, web banner and television advert created for the campaign.

**Brief 2 - Envirobox**

Charity Global Earth are concerned about plastic pollution and have designed the “Envirobox” a strong and sturdy lunchbox which is made through laminated, recycled cardboard and lasts 3-4weeks. Global Earth will donate 10% of profits into “Clean up Coast” a project which daily removes plastic bottles and containers from the UK sea and coastline. The Envirobox also has 3 great designs making them fashionable, fun and friendly for the environment.

Global Earth would like a newspaper advert, a television advert and a flyer to hand out at festivals.

**Brief 3 – Likelipz**

Loreal have invested in their male market, spotting that males 16-25 want to have soft and appealing lips throughout the year. Likelipz is a clear lip balm which protects the male mouth from harmful UV Rays (SPF 20), is packaged in a sleek black case and contains a tasty flavour of passionfruit and cherry (proven to keep lips moist and appealing to admirers). The brand wants to bring out a future male makeup range and feel this product is the starting point and could be springboard into the beauty world.

would like a train station billboard, web banner and online viral audio-visual advert created for the campaign.