



## Advertising Account Planning

Team Members:

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# Creative Brief

Item	Description
Job Description	<b>Print, TVC</b>  <i>The creative team are to produce print ads to be published in outdoor bill-boards, and a 30-second TVC ad to be aired on Channel 5. Lack of brand visibility has caused consumers to deem La Senza relatively less popular. Hence there is a need to drive awareness through mediums that are relatable to the target audience.</i>
Target Audience	<b>Women aged 20-30</b>  <i>Individuals who are image-conscious. They enjoy shopping for products that lift their image. They are critical on people's opinion about how they look. They do not have perfect curves and assets, but constantly hope to achieve them.</i>
Objective	<b>To make La Senza the preferred lingerie brand</b>  <i>By sending out a proposition that will re-shape the minds of the target audience.</i>
Single-minded proposition	<b>The size of your asset doesn't matter, it's how you carry it that matters.</b>
Substantiation	<b>Because essentially, men are still attracted to women with high self esteem.</b>  <i>Beauty is subjective. Personality is longer lasting compared to appearance.</i>
Key response	<b>To build confidence and stimulate bra purchase</b>
Desired brand character	<b>Confident woman</b>
Mandatory inclusion	Tagline: <b>Pretty Empowered</b> Slogan: <b>Confidence is key - La Senza helps you get there</b>

# Briefing The Creative Team

## They Can All Read

The creative brief will be sent to the team 24-hours in advance of the meeting, for them to grasp a gist of the project.

## They Should All Listen

Key points will be highlighted, so that the team will remember.

### 1) Client background

Singapore launched its first La Senza lingerie store in 2003 and currently establish 6 stores island-wide. They aim to provide customers with outstanding personal service, combining quality, fit and value. Their concept is very much similar to Victoria's Secret.

### 2) Problem

Women with fuller assets are stereotypically deemed more attractive and beautiful. This made women with smaller assets feel insecure.

### 3) Insight

Men are attracted to women with high self esteem. Confidence matter more than appearance.

### 4) Key Message to be driven

Size of the assets does not matter, it's how you carry it that matters.

## They Shall All Feel

The team will be brought to a La Senza store, for them to feel the atmospherics and concept.



## Briefing The Creative Team

### They Will All See

A set of advertisements from current competitors will be shown. It will be mentioned that the ads are mundane and typical. The team is encouraged to walk the new La Senza ads out of the norm.



Give the team visual evidence that women without asset can still look beautiful, just by being confident.

