

Humanizing Creative Journey

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·GIVE ME THE FREEDOM

OF A TIGHT BRIEF”



A BRIEF MUST

INFORM

&

INSPIRE



CREATIVITY
IS
PROBLEM SOLVING

**A problem
well-stated
is half-solved.**

Charles Kettering, Inventor
and head of research
for GM





INFORM

OPPORTUNITY/ CHALLENGE



BAILEYS
BAILEYS
WE WISH YOU A
*Merry
Treatmas*

BAILEYS ISSUE: BAILEYS ISN'T TOP OF MIND AS AN ADULT TREAT, ITS VOLUME AND ASSOCIATIONS ARE HEAVILY FOCUSED ON THE FESTIVE SEASONS, MAKING IT AN EXTRAORDINARILY DIFFICULT TO BROADEN ITS SHOULDERS BEYOND THE FESTIVE SEASON

MEN LIKE US LIKE RUM BUNDABERG RUM



WELCOME TO
BUNDABERG



BUNDY'S ISSUE:

AT ITS BEST BUNDY WAS AT THE HEART OF SUTRALIAN SOCIALIZING, BUT NOW THE BRAND IS NOT EVEN INVITED TO THE PARTY. PEOPLE ARE CHOOSING MORE MODERN, APPROACHABLE AND VIBRANT DRINKS.

INSIGHT



THE CONTEXT

THE WANT

&

THE WHY RELEVANT



Baileys Insight

In a world that's often serious and facing a future that feels unpredictable, people are increasingly embracing present certainties and seizing impulsive moments of pleasure- HELL YEAH!



Baileys Insight

In a world that's often serious and facing a future that feels unpredictable, people are increasingly embracing present certainties and seizing impulsive moments of pleasure- HELL YEAH!

Why is it relevant?

Baileys is a real treat – and it can offer playful and varied ways to enjoy moments of pleasure beyond the season- playing it up a treat can take us beyond Christmas.



Bundy's Insight

"I want to appreciate and enjoy what makes life great but can get distracted with all the demands that life throws at me. I would like to prioritise more of the good times - simple pleasures, those magical 'how good moments' where I can kick back, laugh out loud and just be myself with the people I'm closest to. This is when I'm at my best"



Why is it relevant?

At its best Bundy was a core part of these moments. It was the glue that made these good times memorable- bringing group together through the shared experiences and laughter over a simple, refreshing, enjoyable drink. We need to remind people that Bundy has the rightful place at the party and has always been a core part of the 'how good' moments they crave.

INFORM

HOW TO CRACK THIS BRIEF?

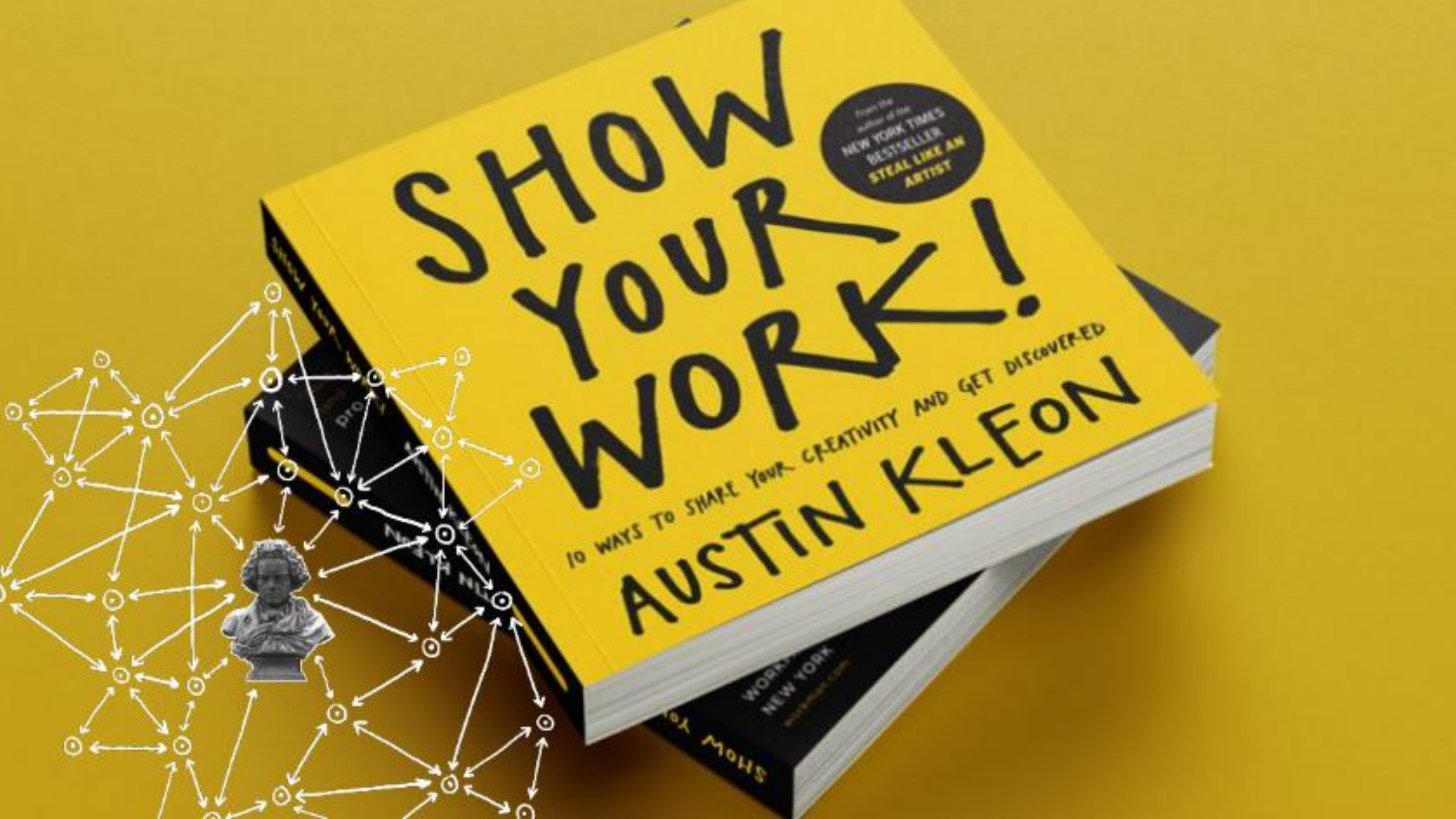


HOW TO CRACK THIS BRIEF

BUNDY: LET OUR TRUE CHARACTER AND PERSONALITY SHINE TO REINSTATE BUNDY'S RIGHTFUL PLACE AT THE HEART OF THOSE 'HOW GOOD' MOMENTS.







SHOW YOUR WORK!

From the author of the
NEW YORK TIMES
BESTSELLER
STEAL LIKE AN
ARTIST

10 WAYS TO SHARE YOUR CREATIVITY AND GET DISCOVERED

AUSTIN KLEON





INSPIRE

Who?

What?

Where?

How?

INSPIRE



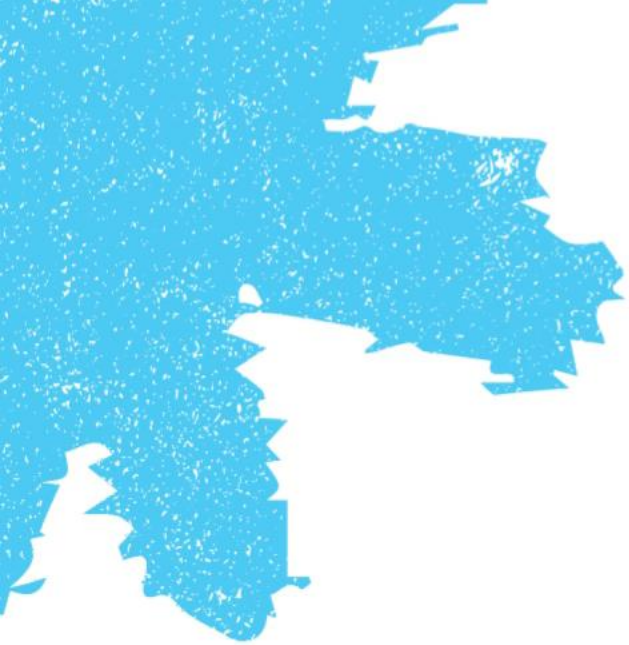


BRIEF IN BRIEF

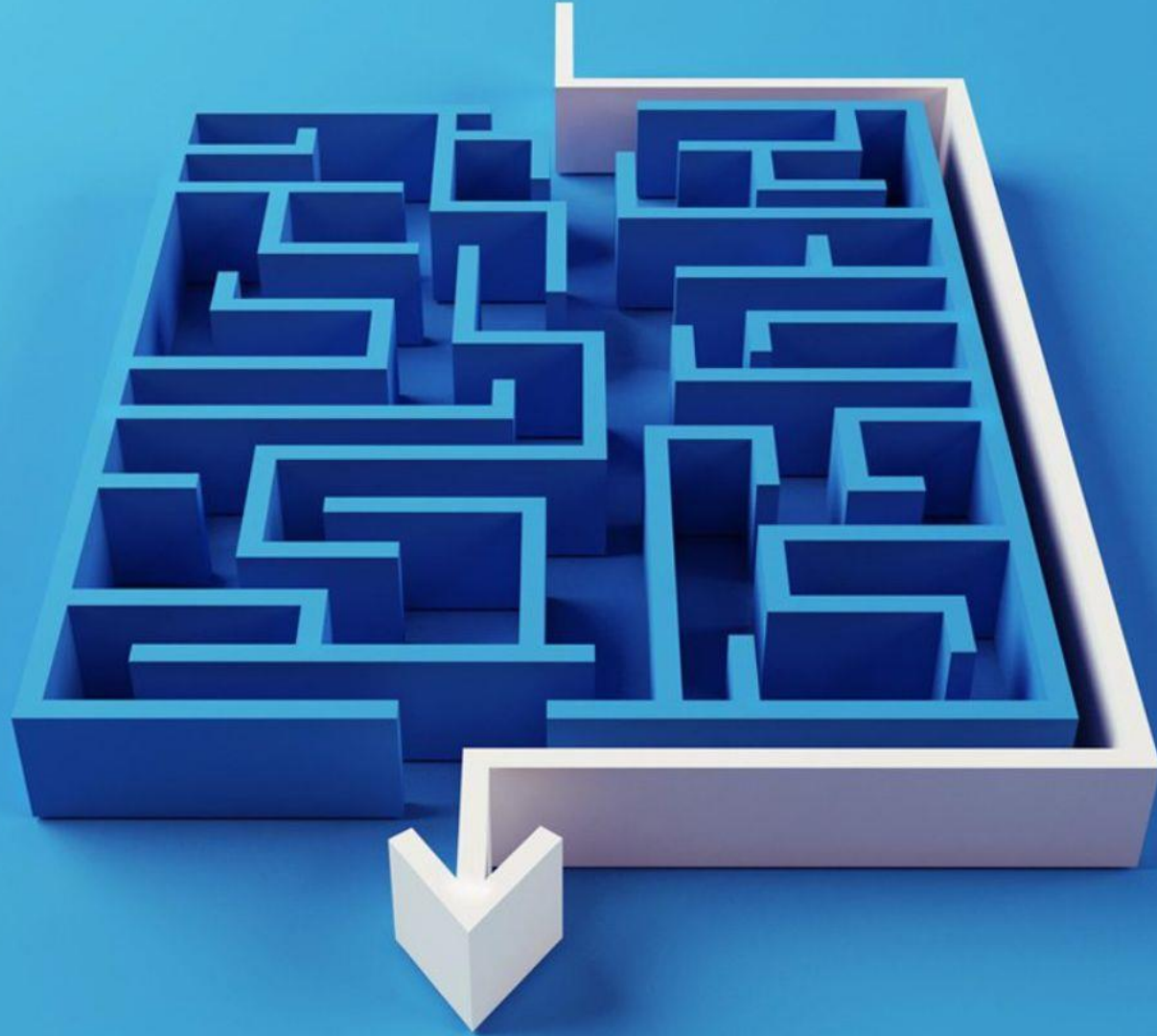
- EASY TO UNDERSTAND
- SINGLE-MINDED
- COMPLETE

- RIGHT PEOPLE

- INSPIRE



OCCAM'S RAZOR EFFECT





Brand platform: **Demonstrate the good times are best kept simple.**

AUSTRALIA'S MOST *Famous* DARK & STORMY



1

FRESHNESS



3 MANTRAS OF GREAT IDEAS

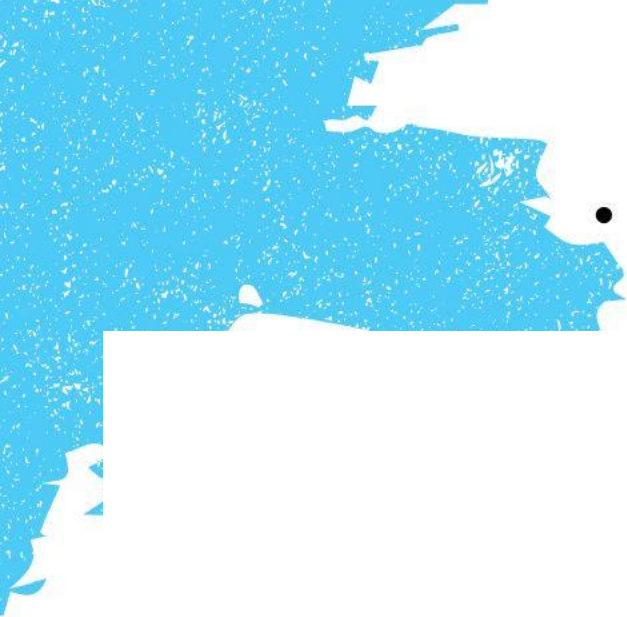
A *Famous* LIMITED EDITION COCKTAIL



AUSTRALIA'S MOST *Famous* SUMMER COCKTAIL



... AND THE RESULTS



... AND THE RESULTS

2x

RECRUITMENT TARGET


TARGET
+  %


PERCEPTION SHIFT -
'GOOD TO BE SEEN DRINKING'

... AND THE RESULTS

2x

RECRUITMENT TARGET

+  % HEARTLAND

+  % NATIONWIDE

RESULTS

TARGET

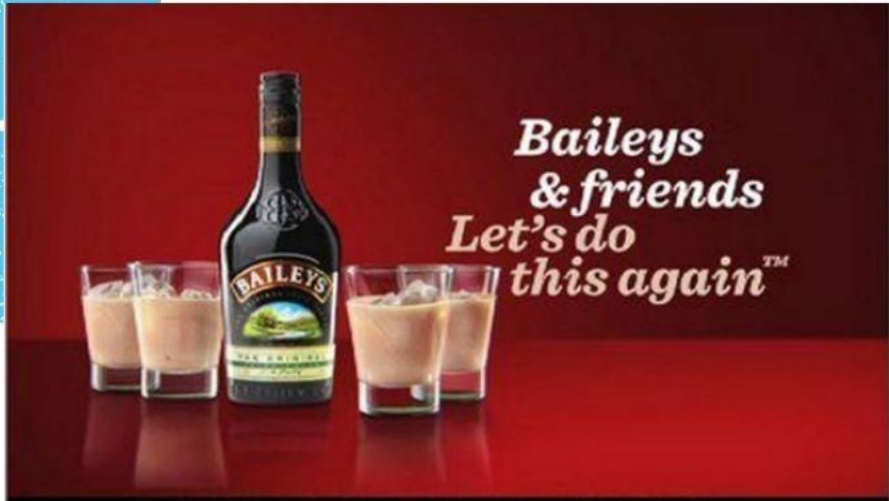
+  %

PERCEPTION SHIFT -
'GOOD TO BE SEEN DRINKING'

SURVIVORSHIP BIAS



friendship



Christmas



2011

2012



2013

2014



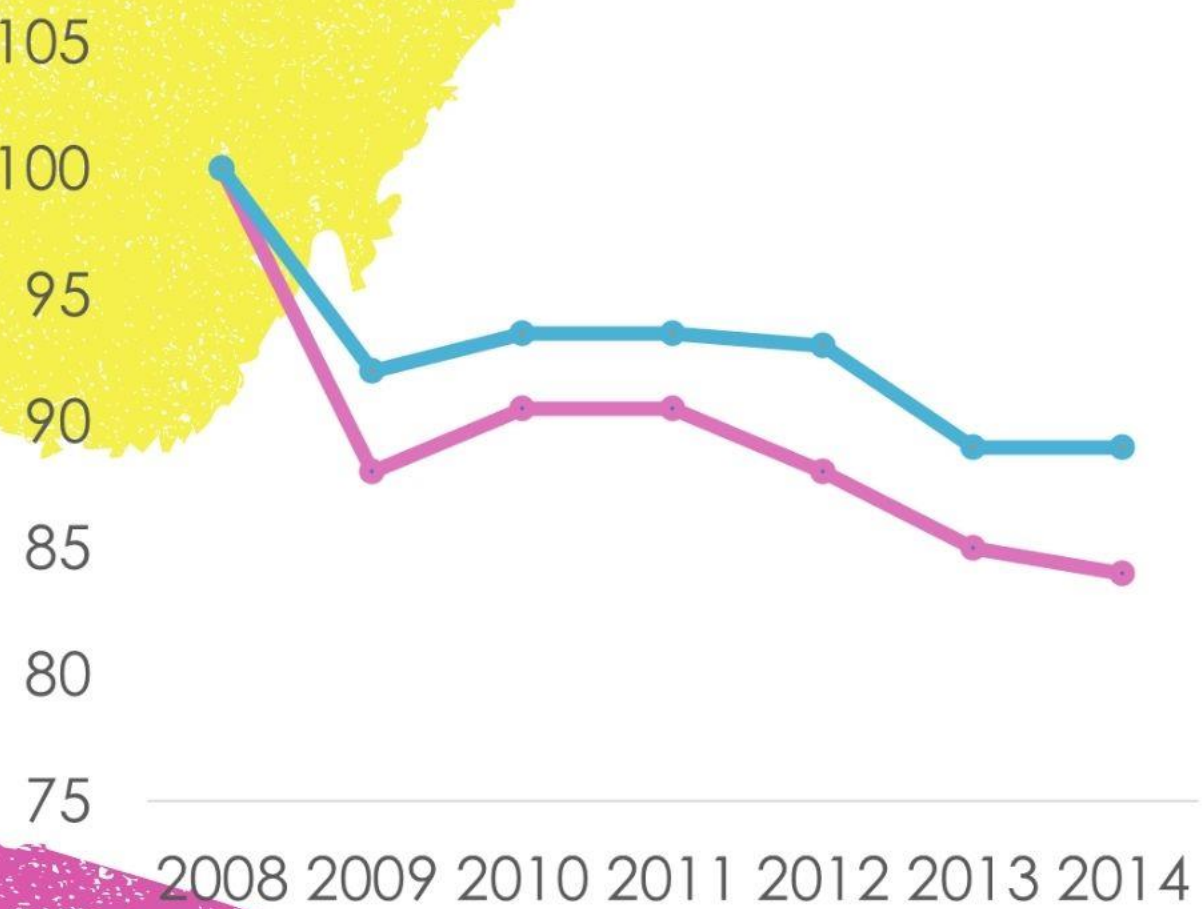
women empowerment



friendship

Baileys performance 2008-14

Vol Value



Source: IWSR, Index; 2008=100

Optimizer results 2012-14	Women to Shine	Here's to us
Enjoyment	Orange	Orange
Engagement	Red	Orange
Brand distinctiveness	Red	Orange
Creative distinctiveness	Orange	Orange
Branding	Orange	Dark Green
Appeal	Orange	Orange
Understanding	Red	Orange

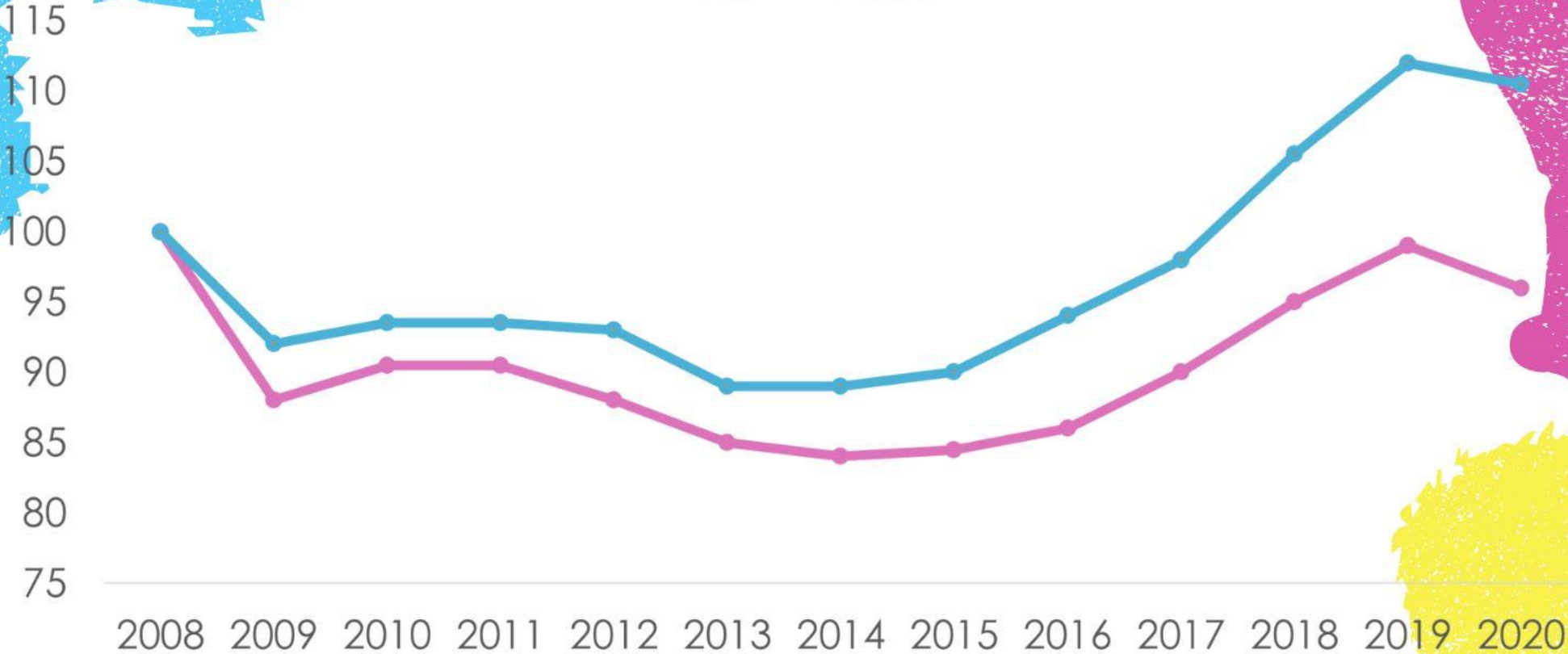
Source: Kantar

BAILEYS IS A CO-CONSPIRATOR IN THE PURSUIT OF PLEASURE



Baileys performance 2008-20

Vol Value



Source: IWSR, Index 2008=100

PRESENT BIAS/ HYPERBOLIC DISCOUNTING



nandini, Head of Marketing, Spirits

Brand Purpose



Platform Idea



Creative Idea



Creative Idea



Execution



Execution



Execution



Execution

Brand Purpose : **Baileys is a co-conspirator in the pursuit of pleasure**

Platform Idea : **Celebrate the impulsive and imaginative treat moments of a playful modern life**

Creative Idea 1: **Playfully bring to life the creative and imaginative ways Baileys make everyday treat more pleasurable**

Creative Idea 2: **Playful stories show the pleasure you get from staying for a Baileys dessert**








2 CONSISTENCY



3 MANTRAS OF GREAT IDEAS



CONSISTENT MEMORY STRUCTURES

TIME & COST
EFFICIENT



IKEA EFFECT



3 **DISTINCTIVENESS**

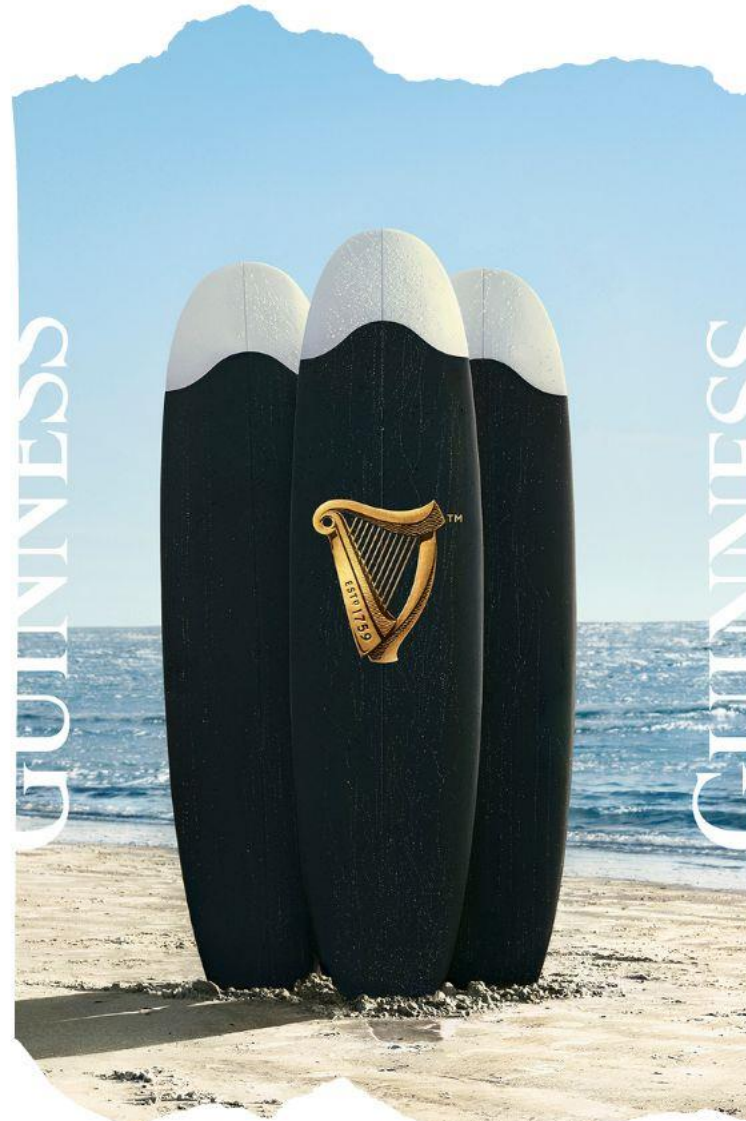


3 MANTRAS OF GREAT IDEAS

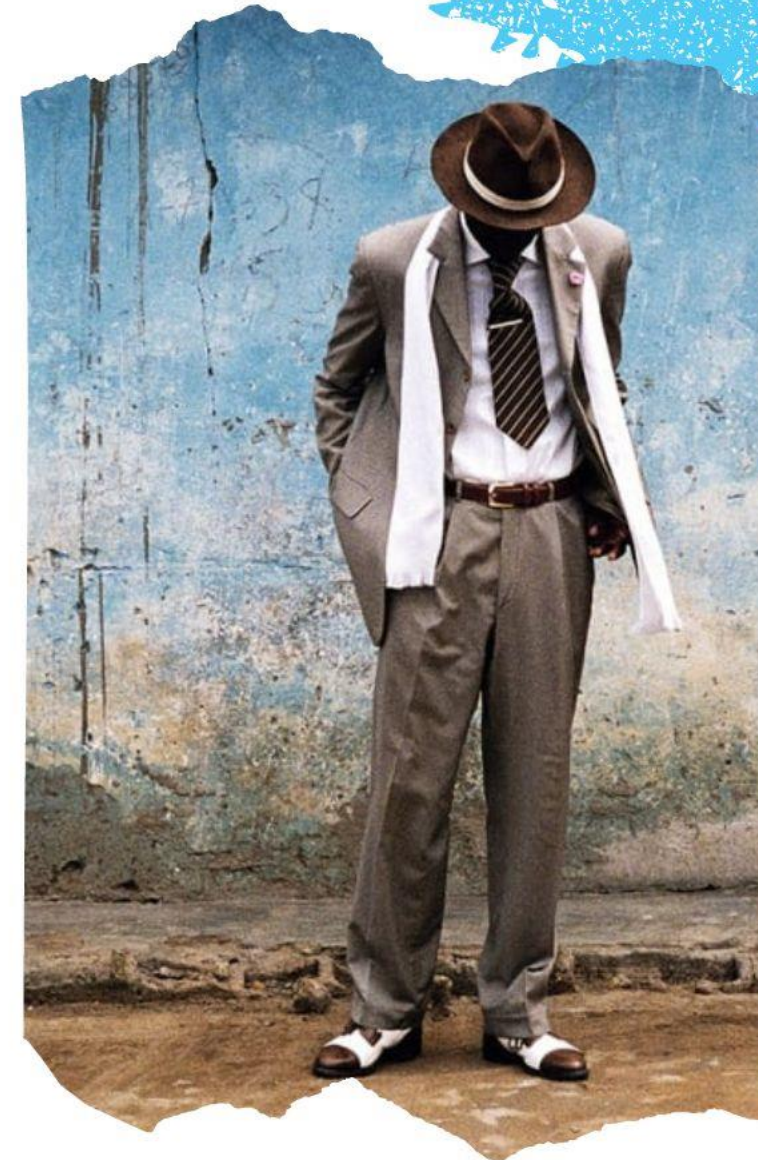
CUT THROUGH



MEMORABLE



STORY TELLING



WHAT MAKES AN IDEA DISTINCTIVE



CONTEXT BIAS

REPRESENTATION



PERSPECTIVE



PROGRESSIVE GENDER PORTRAYAL

AGENCY



CHARACTERIZATION



Telling a story without biases

Importance of a tight brief

**Trust others
and data**

Power of Story telling

**Protect the
idea**

**Balance with
brand presence**

Listening to your guts

Relationship with agency

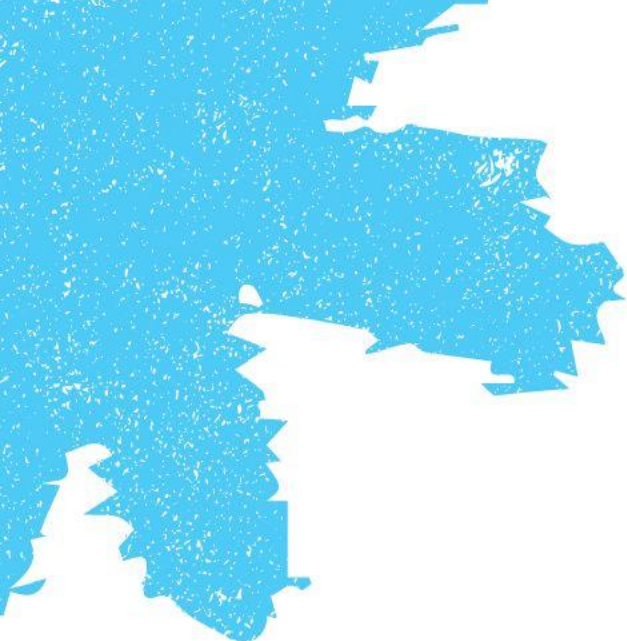












THANK YOU!

Do you have any questions?

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SCAN TO CONNECT

