



Make us Famous / Fruit not Sugar.

Introduction

If you're looking for an easy peasy pull-things-all-together-the-night-before type brief, then move along now. If however, you're up for having some fun and producing creative work that's so good your granny will weep, then this is for you. Why all the effort? Well apart from the chance of getting a commendation for your work, we will pick one submission for each brief and run it in a national media campaign in 2010. Yep, a real campaign. We should just point out, we're a small company and we don't have bags of cash, so if your work gets picked, you won't end up with your own private yacht. But you would end up with a stand out CV and something interesting to tweet about for a change. And if you think we're telling porkies? – just ask Debbie Hulme, a previous commended entrant who saw her Feel Good Drinks idea on E4 this summer.

Background

In 2002 three guys who worked together at Coke decided to leave the rat race and form their own soft drinks company. They wanted to make healthy drinks that actually tasted good, create a brand that people liked and a business that made coming to work fun, even on Mondays. It's that simple.

Feel Good Drinks make three different ranges of delicious drinks in lots of fruity flavours including; Orange + Mango, Apple + Blueberry and Cranberry + Lime – we like to leave the boring flavours to everyone else. Every Feel Good Drink is packed full of 100% natural ingredients and absolutely no nasty stuff like artificial chemicals or heaps of added sugar, (we wouldn't want to drink that stuff, so we don't expect you to either).

The company now sells over one million drinks every month, but we'd like to sell more and that's where you come in.

The Challenge

One word. Awareness. We know that once someone's tried one of our drinks, they'll give it a big thumbs up. Trouble is, not enough people know who we are. So we're looking for creative ideas that will dramatically raise awareness of our drinks, and just how darn tasty they are. We need you to think big. We want to see ideas that stop people in their tracks and make them feel so good, they're grinning from ear to ear.

Below are two briefs. You can take your pick and do the one that tickles your creative taste buds the most, (of course if you're feeling very industrious, we won't stop you doing both...)

Brief 1 — Make us famous

Create a campaign that communicates three simple things: our brand name, what our drinks look like and that our drinks are choc-full of natural, tasty, fruitiness. And do all this in a way that is unique, memorable and makes people laugh.

Brief 2 — Fruit not sugar

We asked some people if they like their soft drinks to have lots of added sugar in them and they said no. No surprises there. Of course, we don't add any sugar

to our drinks - zippo. You might be surprised to hear though, that some of our competitors do add sugar to their 'healthy' drinks and lots of it too. The ASA has banned both Vitamin Water and This Water from using misleading ads, which was in part due to the amount of sugar they heap in their drinks. They found that one bottle of This Water could contain up to 42g, that's 8.5 teaspoons. A bottle of Vitamin Water was found to contain 23g, so just the five teaspoons then.

We know you can make great tasting natural juice drinks without adding sugar – we do it everyday. We think that when someone chooses a healthy drink they don't want or expect it to have heaps of sugar in it. We want you to come up with an idea that tells people the facts, so they can make an informed choice next time they're at the chiller. Can you communicate this in a fun and Feel Good way?

Creative Requirements

Often the best ideas have the potential to work across all manner of channels. Do consider all types of new and traditional media, including on-pack and even point of sale if you want to. However the idea is to spread the word, so formats that get people talking will always work well. Feel free to incorporate the Feel Good Drinks logo and images of our bottles into your work where appropriate. For this work, we'd like you to focus on our small bottle still and sparkling juice drinks. Images of these can be found in the project pack.

Target Audience

16-34 year old adults, who are happy to pay a little bit more for a healthy, tasty soft drink that isn't full of junk. They are an up-beat, look-on-the-brightside, sociable bunch, who like to work hard but always find time for some feel good fun and games.

Tone of voice

Positive Mental Attitude people - you can't call yourself Feel Good Drinks and be miserable! The message should always be friendly, fun, and just a little bit cheeky. Please don't get all serious on us now. It's about talking to people on their level, making a connection and making them smile. As Janet, aged 36 from Ealing can confirm, a GSOH is essential for a good time, so have some fun and get fruity.

Some Links

No cutting corners now. Read all about us at our site (www.feelgooddrinks.co.uk) and stay up to date with what we're up to, by becoming a Facebook fan: (www.facebook.com/feelgooddrinks).

Drink Good...Feel Good!

More info and images can be found in the project pack.

Deliverables, Artwork and Additional Information

For guidance on how to submit your work please adhere to the main deliverables information at <http://student.aisforawards.org>

Any additional supporting information referenced in the brief, including artwork and logos, can be found in the project pack at <http://student.aisforawards.org>