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## **How To Create Speculative Ads For Your Portfolio**

If you want to get work in an advertising agency, your portfolio is vital!

Here's a series of great briefs to get stuck into.

Follow the brief, come up with at least 25 great ideas for each brief, pare it back to the top 3 ideas and then work them up and put them in your portfolio. It's time to start knocking on doors!

Good luck!

# Brief One

## Posters

Product: V energy drink

Media: 24 sheet posters

Target Audience: Guys and girls aged 18-24

Single-minded proposition: V keeps you going for longer

Background/proof of proposition: V is Australia's most popular energy drink. It contains guarana and caffeine, and it's for active people who need a refreshing energy boost to keep up with their lifestyle. It's sold in convenience stores and supermarkets, and comes in a distinctive 250mL green can.

# Brief Two

## Press/Newspaper

Product: Citibank Photocard

Media: Newspapers – full page

Target Audience: Wealthy men and women 50+

Single-minded proposition: No credit card has better security

Background/proof of proposition: Higher-limit credit cards demand extra security. Citibank Photocard has your photo embedded into it, so it's impossible for thieves to use it and you're protected against theft or loss.

# Brief Three

## Print - Magazine

Product: AdNews magazine

Media: Magazine – full page colour

Target Audience: advertising, marketing and media professionals

Single-minded proposition: AdNews readers know more

Background/proof of proposition: AdNews is Australia's leading advertising, marketing and media magazine. It provides market intelligence for readers by publishing breaking news, analyzing current affairs, showcasing creative work, identifying trends, and analyzing the issues facing its readers. This inside knowledge gives readers an advantage over those who don't read AdNews.

# Brief Four

## Print Campaign

Product: Rogaine

Media: Magazine campaign  
3 print ads, full page or smaller

Target Audience: Men who are losing their hair

Single-minded proposition: Hold on to the hair you've got left

Background/proof of proposition: By applying Rogaine at the first sign of hair loss, you have a better chance of holding on to more of your hair. Rogaine is the number one treatment for hair loss recommended by dermatologists.

# Brief Five

## TVC

Product: Smart Car

Media: 1 x 30 second TVC

Target Audience: Women 21-30 buying their first new car

Single-minded proposition: You can fit it anywhere

Background/proof of proposition: You can fit two Smart Cars in a parking spot. None of the other compact cars on the market are as small as the Smart.

Engineered by Mercedes Benz, the 3-cylinder rear-mounted engine with turbocharger and charge air cooler weighs only 59 kg. That means ample power, low fuel consumption and low emissions. There are 30 colour combinations to choose from, and the panels are dent-proof.

# Brief Six

## TV Campaign

Product: Fedex

Media: 3 TVCs – 15 or 30 sec in length

Target Audience: Office workers who send packages overseas and interstate

Single-minded proposition: Get it there faster

Background/proof of proposition: Fedex is the international express courier that is faster, more careful and more efficient than DHL, TNT or Australian Air Express. Regardless of its destination, your package will arrive sooner and in better shape with Fedex.

# Brief Seven

## Outdoor

- Product: Danny's Family Restaurant
- Media: 24 sheet posters or supersites
- Target Audience: Hungry blokes, who want good value and variety in a restaurant.
- Single-minded proposition: Eat more at Danny's
- Background/proof of proposition: Danny's serves good quality, great value steak, seafood, Asian, salads and desserts in an all-you-can-eat buffet. It's open 7 day.

# Brief Eight

## Ambient

- Product: Dreamworld's 'The Claw' ride
- Media: Ambient – on the road, on the side of a building, on streetlights, anywhere but conventional media sites.
- Target Audience: School leavers and families heading to the Gold Coast for the summer holidays
- Single-minded proposition: There's nothing scarier than The Claw.
- Background/proof of proposition: Dreamworld is a theme park on Queensland's Gold Coast, and The Claw is Dreamworld's newest ride. Swinging you nine stories into the air at 64km an hour, The Claw us the ultimate adrenaline rush.

# Brief Nine

## Topical Advertising

- Product: V drink  
Citibank secure credit cards  
AdNews  
Rogaine  
Six Feet Under  
Smart Car  
Fedex  
Danny's Family Restaurant  
Dreamworld's 'The Claw' ride
- Media: Newspaper – full page
- Target Audience: Everyone
- Single-minded proposition: There's no proposition. Create a topical ad for one of the above clients.
- Background/proof of proposition: Topical ads are usually based on a well-known current news story (war, finance, political scandal) or a seasonal calendar event (Christmas, Easter, Valentine's Day, Spring, Summer, Daylight Savings, etc.)

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