Creative brief

Date of Brief:	27/10/16
Job Title:	Easy East Plate - Video
Client:	Unique Unique
Account Owner:	Dean Batchelor
Creative Owner:	Matthew Stent
Job No:	TBC

Background
Welcome to our Unique-Unique world. Since its inception in June 2015, Unique-Unique has been devoted to sourcing the most innovative, pioneering and creatively inspired products from around the globe. We want you to join the Unique-Unique family and follow us on our journey as we explore the minds of some of the most inventive people on the planet. Wander around www.uniqueunique.co.uk and you'll be able to find everything from innovative time-saving gadgets to beautifully designed homewares that can all be yours with a click of a button. **The brief is to create a one and a half minute video for a Unique Unique product that can be viewed on social media (YouTube etc).** **Product information and attached.**
Objectives
- To create a fun 90 second video that generates awareness for the Easy Eat plate. - To make it fun and impactful and generate as many views as possible by any means possible - To show the products uniqueness and benefits in use - To start to think about a Unique style/theme for this and future videos. - To link to the product on the Easy Eat plate website (Under construction).
Target Audience
Predominantly male sports fans but generally aged from 20-45 years old.
What is the single most important thing we need to communicate?

Refer to Easy Eat overview/Press Pack.

What do we want the audience to think and do?
Step 1: Find out about the product. Step 2: Buy it Step 3: Find out more about Unique Unique and the range of products they sell

Considerations
You have carte blanche. Have fun and create something that will make an unique impression.

Outline Timings and Output Required for Presentation
All storyboards and or rough video will need to be reviewed by the week beginning 07/11/16. Plate will be supplied.

Budget
N/A

Appendices (include research, competitor analysis, materials need to integrate with, channel themes etc).
Refer to Easy Eat overview/Press Pack.