

In Class Exercise 2 Creative Brief: Concept

This exercise is to be done with your teammate/s for a total of 1 hour.

1. Watch These 3 commercials

<https://www.youtube.com/watch?v=myG8hq1Mk00>

<https://www.youtube.com/watch?v=X2cs8gnb42A>

<https://www.youtube.com/watch?v=GkAnLtqWDhc>

A. For each one, say what you think **the problem to solve** was in the creative brief:

1. Monster.com “when I grow up”:
2. Tide “talking stain”:
3. Snickers “betty white”:

Come up with 2 more executions of this coke ad that would create a campaign:

