

BRIEFING 2

Client

Brandhome

Context

You fly to the vivid city of Antwerp to work a month with the Brandhomies and get to know Brandhome. After this month we send you back to the U.S. to become creative director at our new Brandhome Miami office.

Brandhome is a non-traditional agency with a lot of international connections. As part of our international expansion we decide to open a new office in Miami. But since we haven't worked in the US before, we need to start from scratch. Nevertheless, our heritage will be used to attain credibility as an agency. Another given is our Brandhome mascot and visual property: **the orange fuck-you-gnome.**

Challenge

Attention / reach – push exposure

Introduce Brandhome Miami to the city and to new prospects.

It's your mission to make a big bang out of the arrival of Brandhome Miami. Doing this you create PR-value to make the whole city aware of our existence. But do keep in mind that your budget is limited: so you cannot use expensive paid media (TV / Radio / ...) unless you find a cheap way to use them.

The ultimate goal of your campaign: acquire data of business owners / marketing managers & open the gate for Brandhome to introduce themselves face-2-face.

Deliverables

Develop a communication concept that is in line with the Brandhome identity. Translate this concept into an integrated campaign that has the ability to create free exposure and business leads. For this assignment you will have to work on two levels: a general approach towards the broader public and a targeted approach to address the people whose data you've been able to collect through the campaign.