

THE RICHARDS GROUP CREATIVE BRIEF

People don't like ads. People don't trust ads. People don't remember ads.
What will make this one any different?

Why are we advertising?

To help place Patrón into the consideration set of ultra premium spirits.

Whom are we talking to?

"Cocktail party connoisseurs." They are hungry to improve their status and image. To this end, they maintain a select portfolio of brands and experiences for use in creating impressions on those around them.

What do they currently think?

"When you go out, you are what you drink. That's why I only call the best...like a top shelf vodka."

What would we like them to think?

"Patrón is one of the finest spirits on the market today. It's the embodiment of perfection."

What is the single most persuasive idea we can convey?

In the world of spirits, Patrón is the perfect choice.

Why should they believe it?

Like our drinkers, Patrón is groomed perfectly – leaving nothing to chance. Each bottle is made from the finest 100% blue agave plants crushed with a stone roller in the time-honored Tahona process. While others automate their distillation process, Patrón crafts each batch by hand.

Are there any creative guidelines?

- Need a print campaign that can be extended into OOH, radio, and TV
- Product/bottle is the hero; avoid showing people in the ads
- Build on "Simply Perfect."
- Avoid using a snotty tone

CLIENT	The Patrón Spirits Company	JOB NO.	05-xxxx-1PTR	CLIENT	PLANNER	CREATIVE	ACCT SERV	MEDIA
JOB TITLE	Simply Perfect ALT	DATE	03/10/06					