

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 debunk the myth that a Sub-Zero is only purchased for ego preservation.

Whom are we talking to?

Affluent homeowners looking for luxury with substance in all purchases they make. The refrigerator is no exception.

What do they currently think?

"I'd like a Sub-Zero, but really...isn't a refrigerator just a refrigerator? Why pay more for a badge?"

What would we like them to think?

"All refrigerators are not created equal. Only Sub-Zero helps me provide my family with the most delicious meals."

What is the single most persuasive idea we can convey?

Sub-Zero specializes in freshness

Why should they believe it?

Only Sub-Zero's freshness preservation system ensures that your ingredients are as fresh as they can be. So, meals are fresh and delicious.

Are there any creative guidelines?

- Demonstrate "good taste" through tone, visuals, music, etc.
- Brand personality: An innovative leader who is gracious, sophisticated, and trustworthy
- Affiliation: Kitchen Connoisseurs

CLIENT	Sub-Zero Freezer Company	JOB NO.	06-0035-1SZF	CLIENT	PLANNER	CREATIVE	BRAND MGR	MEDIA
JOB TITLE	Freshness Campaign	DATE	11/02/06					