

X3M IDEAS / DIRECT BRIEF

Client:	The La Casera Company	Deadline Date	05-06-2021
Job Name:	La Casera Heroes	Brand Manager	Temitope Ayeni

BRAND SUMMARY

While there are a lot of people in their houses keeping themselves and family safe during the pandemic, we have some people who are risking their lives daily to keep us safe and make sure the basic things we need are available. They are doctors, nurses, supermarket attendants, food sellers, security operatives etc. Having identified them, we will love to say a big thank you to them and to encourage them to do more.

WHAT IS OUR TASK

Develop campaign ideas aimed at celebrating these frontline workers (doctors, nurses, supermarket attendants, food sellers, security operatives etc) who have become our real life heroes by risking their own lives to keep us all alive.

WHO ARE WE TALKING TO

Urban and Semi- Urban between 18 - 30

MANDATORIES

Creatives must highlight the frontline workers as life savers.

REFERENCES (IF ANY)

ANY ADDITIONAL INFORMATION

DELIVERABLES

S/N	Creative Materials	Design Options
1.	Creative Visuals	8

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