

# X3M IDEAS / DIRECT BRIEF

Client:	X3MIdeas	Deadline Date	05-06-2021
Job Name:	Open Door	Brand Manager	Temitope Ayeni
Job No:		Creative Lead	

## BRAND SUMMARY

There is a current trend of politicians wasting the country's resources on staff employed to do nothing than holding bags, holding umbrellas or even holding their mobile phones just to show how powerful they are. A politician released a seemingly normal video on social media where he had two people take turns in opening his car door. The unintended message sent was a story of how government officials tend to waste limited government resources in a country that is officially seen as the poverty capital of the world.

## WHAT IS OUR TASK

Create a disruptive campaign to awaken the consciousness of Nigerian politicians.

## WHO ARE WE TALKING TO

All Nigerians.

## MANDATORIES

Make it real as possible, so that the intended messages can be passed and the general public can understand and relate to it.

## REFERENCES (IF ANY)

El-rufai's video that was posted by one of his aides.

## ANY ADDITIONAL INFORMATION

## DELIVERABLES

S/N	Creative Materials	Design Options
1.	Short Video	1