

# X3M IDEAS / DIRECT BRIEF

Client:	The La Casera Company	Deadline Date	01-08-2020
Job Name:	This Is Not A Full Stop	Brand Manager	Temitope Ayeni
Job No:		Creative Lead	

## BRAND SUMMARY

With the current outbreak of the deadly virus, a lot of business and individual goals have been put on hold as a lot of people can no longer go out to party with friends and run business the usual way. For some people, it is a time to take a break from visiting their offices on a daily basis and work from home. While for others, it is a pause on their daily income. As a brand, we want to give hope to Nigerians in a creative way reminding them that they are not alone in this tough time.

## WHAT IS OUR TASK

- Develop a campaign idea encouraging Nigerians to see the pandemic as a temporary situation and not the end of the road.
- The campaign idea should be supported with strong creatives.

## WHO ARE WE TALKING TO

Urban and Semi- Urban between 18 - 30

## MANDATORIES

The campaign must be executed in a relatable and appealing way.

## REFERENCES (IF ANY)

## ANY ADDITIONAL INFORMATION

**DELIVERABLES**

S/N	Creative Materials	Design Options
1.	Short Videos	5