



## **CREATIVE COMMUNICATION BRIEF FOR GOLDBERG –**

### **EKU ISE “OMOLUABI INSIDE-OUT” TVC**

#### **FILM LAIF**

##### **Background**

Omoluabi Inside-out " campaign was created to further drive the message of consumer recognition and deepen brand affinity. The brief tasked us to create a TVC that depicts the brand's recognition of hardworking consumers who feel unseen. This POV was to help the consumer see themselves in the Brand ambassadors and take pride in their craft.

##### **Objectives**

- Promote the brand's message of recognizing and celebrating consumers for their efforts through a TVC ad

##### **Target Consumers**

- South- Westerners who are proud of their heritage, Omoluabis, hard workers that value enjoyment.
- 24-33 year olds in the BC1C2 SEC.

##### **What do we want our brand to stand for?**

- Hard work
- Respect
- Enjoyment.
- Omoluabi Character
- Cultural pride