

X3M IDEAS / DIRECT BRIEF

Client:	The La Casera Company	Deadline Date	10-02-2021
Job Name:	La Casera Valentine's Day Campaign	Brand Manager	Temitope Ayeni
Job No:		Creative Lead	

BRAND SUMMARY

The La Casera Company Plc (TLCC) is a soft drinks company based in Lagos, Nigeria. Her flagship brand is La Casera Apple Drink. The company is renowned for being the pioneer of PET bottles in the CSD industry in 2001 and has been a market leader in the Apple CSD segment in Nigeria over the past years.

La casera is perceived to be the best combo with Gala. However, we tried to strengthen the relationship and got turned down but got a lot of traction online. This year, we have decided to create such an impressive campaign as a continuation to the previous campaign to create brand awareness and increase conversation online.

WHAT IS OUR TASK

- Develop a campaign for the brand that is aimed at boosting the brand presence on social media platforms and increasing talkability on the brand.
- Develop strong creative visuals to push the campaign idea.

WHO ARE WE TALKING TO

Urban and Semi- Urban between 18 - 30.

MANDATORIES

REFERENCES (IF ANY)

ANY ADDITIONAL INFORMATION

Please give advice on other ways to make the campaign disruptive.

DELIVERABLES

S/N	Creative Materials	Design Options
1.	Creative Visuals	4