

# X3M IDEAS / DIRECT BRIEF

Client:	The La Casera Company	Deadline Date	28-09-2020
Job Name:	Letter to Nigeria	Brand Manager	Temitope Ayeni
Job No:		Creative Lead	

## BRAND SUMMARY

Independence day being a day we celebrate our freedom from all our struggles. One will agree that there have been a lot of events unfolding on a daily basis and has made it look as though the country is falling apart. Following the success of the last campaign “This is not a full stop” we will like to create a follow up campaign to celebrate Nigeria’s independence

## WHAT IS OUR TASK

- Develop a creative campaign idea aimed at celebrating the country’s independence.
- Creatives must be impactful and disruptive.

## WHO ARE WE TALKING TO

Nigerians

## MANDATORIES

## REFERENCES (IF ANY)

## ANY ADDITIONAL INFORMATION

Please feel free to suggest better ways to execute the idea.

## DELIVERABLES

S/N	Creative Materials	Design Options
1.	Creative Visuals	2