

BRIEF



BRAND MANAGMENT: VIVIAN OBIOMAH

CLIENT: PEAK

JOB DESCRIPTION: PEAK FATHERS' DAY

JOB NUMBER: PEAK0003

Describe product/service or whatever the ad is about (*this is where you have to let the creative know what the ad is actually about*).

Every year on the third Sunday of June, Father's Day is celebrated to symbolize their contribution to raising their children. It is celebrated to cherish the journey of fatherhood, and the unbreakable bond children have with their fathers.
It is a day when we all thank and celebrate our inspiration-our fathers



Objectives: What does the client hope to gain from advertising – be specific: *Do they want people to buy a product, sign up for something, change their attitude, feel warm and fuzzy about the brand?*



- Identify with the Fathers in Nigeria, thereby increasing TOMA, build affinity and ultimately thug at the heart of the consumers
- Increase talk-ability and advocacy for the brand
- Drive engagement on Social Media.

Target Consumer
Who (demography and psychographic) is the advertising speaking to?

- Fathers
- Mothers
- Families

Tone of Voice

- Heart-warming
- Reassuring

	<ul style="list-style-type: none"> ● Exciting ● Engaging
Mandatories	<ul style="list-style-type: none"> ● Use Brand logos and colors ● Creative materials should communicate the role of the product in the life of the consumer ● Communication materials must stick to the Peak brand assets and tone of voice ● KVs should speak to using the Peak Protein Breakfast
Deliverables	<ul style="list-style-type: none"> ● SMKVs
Inspiration Board	 
Timing	June 15 th , 2021.