

BRIEF



BRAND MANAGMENT: VIVIAN OBIOMAH

CLIENT: PEAK

JOB DESCRIPTION: PEAK WORKERS' DAY

JOB NUMBER: PEAK0001

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).*



Workers' Day in Nigeria is celebrated on the 1st of May annually. It is a holiday marked to celebrate all the workers and laborers in the country and is characterized by a public holiday where all the workers take a break from work for a day.

Workers' Day has been a public Holiday in Nigeria since 1981. It is part of the International Workers' Day which is also celebrated all around the world. On this designated day, offices, schools and businesses are closed.

It is only appropriate that Peak cues into the celebration to connect, engage and identify with the Nigerian Workers thereby promoting brand recall and increasing TOMA. A great way to do this is with the Peak Breakfast campaign as it will help workers have an energized holiday to carry out their 'holidaying' activities throughout the day.

The task therefore would be for the Agency to develop an engaging ad to increase brand love and build affinity.



Objectives: What does the client hope to gain from advertising – be specific: <i>Do they want people to buy a product, sign up for something, change their attitude, feel warm and fuzzy about the brand?</i>	<ul style="list-style-type: none"> Identify with the Workers 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 <i>Who (demography and psychographic) is the advertising speaking to?</i>	<ul style="list-style-type: none"> Workers Mothers Families
Tone of Voice	<ul style="list-style-type: none"> Heart-warming Reassuring 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"> KVs
Inspiration Board	<div>   </div>
Timing	<p>April 19th, 2021.</p>