



CREATIVE COMMUNICATION BRIEF FOR LIFE - TURU UGO LOTA RADIO

Background

The country's current condition has placed a lot of uncertainties in the mind of our consumers. Create a radio campaign commercial that inspires them to achieve progress despite their challenges.

Objectives

- Communicate the resilient story of the South- Easterners in a radio commercial
- Make the consumers proud of their cultural heritage

Target Consumers

- South Easterners who are proud of their heritage, resilient, progressive.
- 24-33 y/o in the BC1C2 SEC.

What do we want our brand to stand for?

- . Progress.
- Cultural pride
- Enterprise