



CREATIVE BRIEF – ADPR221

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NOTE: Remember to begin with your research. Include information from your research findings throughout the creative brief, particularly within the target audience and competition sections. Connect the dots from research to messaging and visuals that resonate with the audience. Help move the audience to think, feel, do what the client is after.

Brand Statement:

Nebraska is a midwestern state with kind people, outdoor fun, and an exciting nightlife that provides a well rounded “do it all” vacation to anyone who visits.

Project Background and Problem:

Nebraska has recently faced a substantial downfall in tourism and has been declared one of the most boring states. This campaign will focus on new and creative ways to get people to Nebraska, raising the amount of tourism.

Target Audience:

Young adults (18-24)

Targeting generation z, millennials and diving deeper specifically college kids and young families. Because Nebraska has inexpensive travel costs we think we could hit college students and younger families that don't have a large sum of disposable income. With the recent pandemic, college students are shown to be wanting to spend more time outdoors for their health and wellbeing; with Nebraska having so many outdoor activities we could hit this demographic hard. In research we can see that children also need ample time outdoors and while parents already know this, its rare to find a place that safe, interactive outdoor activities that are also affordable for young families yet Nebraska provides this.

Advertising Objectives:

The objective of this campaign is to get more millennial and generation z's to first talk about Nebraska with their friends and start thinking about the photos on the billboards and what a trip to Nebraska would look like to them. We eventually want viewers to visit Nebraska annually for a well rounded trip that includes outdoor activities and visits to the cities.

Consumer Message:

Nebraska offers a well rounded, inexpensive trip that offers something for everyone.

“Nebraska” -We're more than corn

Key Consumer Benefit:

Nebraska offers a new and exciting way of relaxation. Nebraska differs from its competition in its people, because its people are considered one of the nicest populations within the United States (Nebraska Nice). Nebraska stands out with its numerous outdoor activities that are rare to be found so close in travel and to one another than in other states and you can't beat the low cost. You can do it all in Nebraska.

Competition:

Nebraska tourism is in indirect competition with all fifty states primarily because when people are planning a vacation they have all fifty states to choose from. Direct competition would include midwestern states that may offer similar city styles and cost points as well as outdoor activities. These states include: South Dakota, Kansas, and Iowa.

Advertising Tone:

The tone of this campaign is based on the feeling we would like to associate with Nebraska. These ads will give the viewer a sense that Nebraska is a calming reset, that it is an escape, that it is comfortable, and that it is good clean American fun. (Fun, Relaxing, Simple)

Advertising Medium/Channel:

Outdoor advertising – billboards and/or anywhere outside

Mandatory Elements:

Company logo, Product image, Attention-drawing text, tagline, Values and benefits.

Authors Note:

I grew up in Columbus, Nebraska on the outside of town and I grew up around all the things that I think make Nebraska so great. I know first hand the outdoor activities that set Nebraska apart like the tanking, tubing, and four wheeling. Not to mention the hour and a half drive to Omaha and Lincoln for a more sophisticated change of scenery. The endgame of this campaign is to have people understand that Nebraska is more than corn and that you can experience so many different activities in one trip that give you a memorable, well rounded experience. One thing I really enjoyed about the process of forming this creative brief was the constructive feedback I received, because it helped me learn and essentially make me a better advertising student. Im looking forward to more learning and growing.

Sources:

- D. C. (2020, August 17). Why kids need to spend time in nature. Retrieved February 13, 2021, from <https://childmind.org/article/why-kids-need-to-spend-time-in-nature/>
- Mims, B., & Aguirre, V. (2020, July 09). Help kids deal with coronavirus stress. Retrieved February 13, 2021, from <https://www.wral.com/coronavirus/help-kids-deal-with-coronavirus-stress/19182079/>
- T. (Ed.). (2021, February 08). The top 50 FRIENDLIEST states in America. Retrieved February 13, 2021, from <https://bigseven-travel.com/the-50-friendliest-states-in-america/>