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Creative Brief

Target Audience with three variables

Graphic Design professionals.

College educated.

Mainly appealing to ages 21-45.

Product Features

This is an innovative new stylus where you can use on a touchscreen or as a conventional pen.

Product Benefits

- You no longer need to switch between a pen and a stylus when doing work.
- Allows you to quickly sketch notes or design ideas and get back to editing on a tablet, Cintiq or Wacom pad.
- Sturdy and premium construction is a rarity in a market of cheap and disposable two in one styluses.
- Standard Premium Gel refill for when the pen runs out of ink.

Tone of the message

The tone I want to implement would be revelatory, satisfying and relieving.

Where the ad will play

This ad will play during the commercial break of shows that attract a mostly young and tech savvy audience like The Walking Dead as well as pre-roll ads on popular YouTube videos.

30 second script

Setting: Office room of a modern and techy company.

Characters: Design professional (Young woman, hip and vibrant). Boss (older man, curmudgeon)

The scene begins with a young woman in an office with her boss, an older man, telling her what she needs to work on and how it needs to be completed by the end of the work day. As he is rattling off demands and adjustments that need to be made to the work she is currently has loaded on her Cintiq tablet it cuts to scenes of her scribbling the notes of what her boss is telling her.

After she gets the gist of it, and while he continues to hammer about how important the deadline is, she clicks on the touch pen and in an instant transitions over to the tablet. It moves to close-ups on the screen and shows her tweaking and correcting the design seamlessly. In the middle of one of the boss's sentences she looks up and exclaims "done!" He looks at her in disbelief and then stares bewildered at the lunatic touch pen she was using.