



CREATIVE BRIEF, APRIL 2018

# Background

BBQ 2 You provides barbeque hire for small companies who are looking to organize a get together in the office environment without the hassle of buying barbeque tools and equipment (including the barbeque grill and the gas bottle). The company will also working with local butchers to offer meal/sausages etc if the client prefer so it's all convenient and a one stop shopping.

# Target Market

**1. Small to larger communities** - BBQ has become a staple food for casual gathering. They need BBQ2You to help them enjoy the gathering without the hassle.

**2. Corporate** - who would like to organize bbq for their staff/clients. A corporate has strict rule and professional culture, they hire BBQ2YOU because they consider its professionalism & reputation.



# Objective

- There is no head to head competitor in the market, but BBQ 2 YOU is competing against catering services. We want to highlight its speciality: Best quality of meet/poultry you can get.
- This type of service is new in the market, we need to introduce the variety of services.

# Creative Rationale

- We use 'Product Demo' approach to communicate BBQ 2 YOU variety of service to the market, because consumers need to be educated on how to use its service.

# Creative Stories

# Story 01

Lorem ipsum dolor sit amet,  
consectetur adipiscing elit, sed do  
eiusmod tempor incididunt ut labore  
et dolore magna aliqua. Massa sed  
elementum tempus egestas sed sed  
risus. Tellus in hac habitasse platea  
dictumst vestibulum rhoncus est.  
Cras sed felis eget velit aliquet  
sagittis. Mauris commodo quis  
imperdiet massa tincidunt.

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# Story 02

Ante metus dictum at tempor  
commodo. Fermentum iaculis eu non  
diam phasellus. Maecenas ultricies mi  
 eget mauris pharetra et. Volutpat  
blandit aliquam etiam erat velit.  
Lorem mollis aliquam ut porttitor leo.  
Platea dictumst quisque sagittis  
purus sit amet volutpat consequat  
mauris. Ut enim blandit volutpat  
maecenas.

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