

# 2024 SHARK AWARDS YOUNG CREATIVES BRIEF

PLEASE READ INTRO BEFORE TACKLING BRIEF.

**Intro:** This brief is for a COMPLETELY INVENTED product. The thinking behind this brief is simply to provide you with a task that (hopefully) will enable you to show us how creative/inventive/clever you can be.

That's it, dead simple.

So although you might be tempted to tell us "yes but that product/service could never exist" or "I don't agree with or like that product/service", remember, the brief ONLY exists to stimulate your creativity.

The brief...

**Background:** In July 1996 Dolly the sheep was the first mammal to be cloned.

First thought that occurred to us - if you're going to clone an animal, why clone something like a sheep as one seems pretty much like another?

(another thought was a human naming a sheep 'Dolly' was a little..erm..strange).

Anyway, the story of Dolly gives us an idea for this year's young creative's brief.

The brief is for pet clones.

Or let's call the service/product you'll be selling 'CLONE-A-PET', something we believe is now (at least in theory) almost possible using a process called 'somatic cell nuclear transfer'.

**Insight:** Many people all over the world have a pet, usually a dog or a cat that they adore and we humans are naturally devastated when these companions pass on.

So what does CLONE-A-PET offer?

Well it does what it says on the tin.

Once your pet dies, CLONE-A-PET gives you your wonderful pet...back to you.

The exact same temperament, same foibles, wet nose, whiskers, growl, bark, meow, whatever.

It'll be like he/she never left.

It's an expensive service - £5000 per pet - but for people who REALLY loved their dogs/cats and want the exact same pet back, they may consider this a bargain (and remember, these days some people pay thousands for certain breeds of pedigree pup)

So for this exercise we want a great idea. A creative, engaging idea that'll sell the idea of the company CLONE-A-PET and what they provide.

And we want a line that will encapsulate your concept - a campaign idea or end-line.

You can give us a TV commercial or a radio commercial or a social media idea (entirely up to you - we're looking for a great idea first and foremost).

And here's a tip, it's usually easier to come up with scripts/concepts AFTER you have your line or overall concept thought.

Example of this logic?

Once Specsavers' creatives had come up with the line/idea 'should've gone to Specsavers', the ads almost wrote themselves.

Best of luck from the Sharks.