

Creative Assignment - Media

Client	Nestle
Brief	Rebranding of Shredded Wheat
Target Audience	Female & Male 16-25
Work required	Concept for new advertising, logo, slogan - designs, moodboards, scripts
Submit	Advertisement synopsis, logo, slogan, script etc
Deadline	Your first working session with B.I.G. Creative Directors

The Brief

Cereal Killers (www.cerealkillercafe.co.uk) Brick Lane, London have made breakfast hip, Shredded Wheat want in on the action.

The Rational

Shredded Wheat, a cereal, has been sold since 1890, and Nestle are looking for a rebrand of the product to appeal to a new younger market of 16-20 year old female & male customers. The motivation behind the rebranding is to generate a younger audience, moving away from the more traditional older demographic, as a way of creating a new loyal customer base. In addition they wish their product to be seen as something that is a healthy lifestyle choice and is fun too. This is also part of Nestle's commitment to helping to tackle the obesity crisis and promote a healthier lifestyle for younger people who may be still living at home or setting out on their own to university.

Work Required

An outline of a new concept for the relaunch of the product. This will need to include a detailed synopsis of a new TV advert, new slogan, new logo. This may include ideas for choice of music to be used, setting & location of the advertisement, what happens in the advert, celebrity endorsement (say what, who and why your choices would be appropriate)

Research

It will be useful for you to do a little research in to the product, any past advertising etc to give you some background and context to the brand. However, remember you are rebranding the product so your idea needs to be new and creative.

Current Shredded Wheat advert <https://www.youtube.com/watch?v=ZXNva413Zuo>

