Advertising Brief

2017 ICAD Upstarts

iRemember by Apple inc.
Apple have saved us all! In 2017 Apple computers will launch their most game changing device ever. The iRemember, a time capsule device that lets you upload your consciousness onto the cloud so that you can live forever online, neat huh?

Brief:
Create an advertising campaign to get techno-phobic, older people to sign up for the very expensive, iRemember.

USP:
You'll live forever.

Audience:
Retired, older Irish people (70+)

Tone:
Apple, uplifting & positive.

Requirements:
Apple logo.

Deliverables:
Do ONE either a) or b)...
a) An A4 poster to appear in Irish retirement magazines.
b) A radio /tv script to run during the commercial breaks of gardening shows.

Once you've done ONE of the above, we would like you to also do...
c) A bonus idea that will help promote the iRemember to retired people. It can be in any format you think will work best.

Deadline:
July 14, 2017