

Upstarts 2019 Advertising Brief

Institute of Creative Advertising and Design

SUPRATS

Foster. Promote. Reward.

The Perfect Companion

Problem

Human partners aren't perfect – you'll never find someone who ticks all of your boxes. Inevitably there'll be fights, there'll be tears, they'll forget your anniversary, choose their friends, their family and their dog over you. You'll waste hours of your life waiting for them to get ready and the way they chew their food will send shivers down your back– not the good kind. Their hair will appear– everywhere. At the same time, space will disappear, clothes will vanish, and your time will be spent choking down cauliflower steak at Obnoxious Orla's dinner parties or making small talk at Condescending Chris' book clubs. It's really not all it's cracked up to be.

Opportunity

AI companies are delving further and further into the replication of real people. AI dolls as companions are growing in popularity, stories and stats about the number of people choosing AI dolls as life companions are growing. And why wouldn't they? AI dolls act as the perfect life partner - with the ability to be exactly who you desire, they're 100% your type 100% of the time. An AI companion is the modern 'soulmate'.

Insight

An AI doll is programmed to make you happier than a human ever will.

Task

Create a piece of media aimed at single people who are looking to settle down, convincing them that an AI doll is the perfect life companion.

This brief is about letting you show off within a loose creative framework. Your application will be judged on your idea, and the quality of your execution. Choose two deliverable from the list below:

30" TV ad (Script & Storyboard)

60" Radio Ad (Script)

Social (using any of the channels)

Digital (VOD or other)

Print (Outdoor/Press)

Experiential/activation idea