

Radio. Ah Jesus.

06

You might think: “a radio brief. Yawn.” But for a creative, radio is a universe of which you are sole master, and if your ad is crap you only have yourself to blame. There are no limits, no budgetary constraints. You can make an epic for the same price as a Harvey Norman ad! And art directors have written some of the most outstanding radio ads in the world, so this is not a gap week for art directors :) Don't let standard-issue radio ads set the bar for you here. Have a listen to the Cannes Lions 2015 radio winners, and hear how the medium is constantly being stretched and played with.

Task:

Bookshops are on the endangered species list. There are two threats eating away at them - e-books (like Kindle) and online retailers of physical books (like Amazon, who also own Kindle, the sneaky fuckers). Both have big benefits. e-books are a gazillion times more convenient than physical books. Online retailers will always be cheaper than physical stores, because of all the extra overheads physical shops have to cover.

Your task is to identify something precious and compelling that physical shops provide, which ebooks and online buying do not. And once you've identified that benefit, conjure it up in a focused and powerful way in a 40 second radio spot.

Two tips:

- It can be tempting to come at this task in a defensive way, in particular by trying to demean or belittle e-books. If you want to try that, good luck with it but it may be more pragmatic and more insightful to accept that there is a place for physical bookstores as well as e-books and online retailers.
- This task is deliberately testing you on your creative insights as well as your creative ideas. So don't rush straight into writing scripts. Spend a decent chunk of time to identify the benefit, first. Then have fun building an ad on that.

So... what do physical bookshops offer the world, that e-books and online retailers don't?

Set by Irish International BBDO.