



coreTM



TheMix
DUBLIN

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UP STARTS

Foster. Promote. Reward.

Ad Brief

Hear, Hear

What is the problem or opportunity?

Launch the 'Hear, Hear'; a discreet single earpiece that gives you the perfect comment, response, joke or retort for any social or work situation.

The earpiece is connected to AI that will dictate a response to the wearer in real time.

What tasks does this initiative need to accomplish?

No one enjoys an awkward silence, yet show me a person and I'll show you someone who's experienced one (tell me you haven't, and I'll know you're lying). We've all been there. That awkward silence after a joke that doesn't land, the internal cringing when you can't find the right words to respond, or the humiliation of a missed opportunity to shine at a social gathering or work event. In our fast-paced world, wit and quick thinking might be the very thing that can be the making or breaking of a relationship or work opportunity, yet the pressure to be effortlessly funny or articulate on demand can often prove too much.

Who are we targeting and what insight do we have to their lives?

In today's hyper-connected society, there are so many people who have funny and articulate online personas but it's a whole different story when you meet them in the real world.

But these aren't just skills you need to get matches on your dating profile, they can open doors, build rapport or leave a lasting impression. Yet these are the very skills that don't come naturally to so many people. This disparity often leaves many feeling left out, overlooked, or even embarrassed.

The desire to be perceived as clever, engaging, and quick-witted is universal. Yet, the fear of stumbling over words or missing a comedic beat can hold us back from fully expressing ourselves and seizing opportunities.

What is the one thing you have to take away from this?

Give everyone the power to deliver the perfect response.

Deliverables

This brief is about letting you show off within a loose creative framework. What's going to go viral and get you on the news? Your application will be judged on your idea, and the potential of your execution.

Choose two deliverables from the list below:

- 30" TV ad (Script & scamp; Storyboard)
- 60" Radio Ad (Script)
- Social (using any of the channels)
- Digital (VOD or other)
- Print (Outdoor/Press)
- Experiential/activation idea
- ... or something entirely unexpected

Thanks

We extend our heartfelt thanks to our partners for their invaluable support in fostering creative talent and helping retain it within the Irish creative industries. Their commitment also enables us to introduce more diversity into the industry, which is proven to enhance creative outputs and benefit the sector as a whole. Together, through the programme, we are building a more vibrant, inclusive, and sustainable future where Irish creativity flourishes.

Lead Partner**core**[™]

Core is Ireland's largest and most effective marketing communications company, with a team of over 360 people collaborating across nine Practices - Creative, Data, Investment, Learning, Media, Research, Sponsorship, Performance and Strategy. Such a wide range of experience fuels expansive thinking. From a creative perspective, it means our teams approach briefs and business problems supported by this diverse skill set. Together, we make a difference.

At Core, we believe in the power of diversity in every aspect of our business. We know diverse workplaces drive innovation and deliver better business results; we also know that diverse perspectives enrich our creativity. Therefore, we work harder to proactively seek, include and foster them. We believe we have a duty to promote diversity in our industry and, in particular, to make a much needed and lasting change in the creative industry.

Programme Partners

BBH is a full-service creative agency founded in 1982. Our logo, the black sheep, represents the power of difference – because when the world zigs, we zag. In 2022, we brought this philosophy to Ireland and opened the doors of BBH Dublin.

TheMix
DUBLIN

The Mix Dublin, is a Hybrid In-House Creative Agency - which means: It's part creative agency, part production company and part design studio. As an integral part of the Irish Distillers Pernod Ricard's 'International Marketing Team', The Mix Dublin works closely with brand teams, external agencies and production partners on global projects.

TBWA\Dublin

TBWA\ DUBLIN, is over 100 ambitious people who believe in creating a total brand world for their equally ambitious clients. Backed by a network of over 11,100 people, we use Disruption® to connect a brand's total ecosystem. All with the ambition to go beyond just saying things, to doing and making amazing things, every day. Because we believe our best work is always ahead of us.

Charity Partner**DesignOpp**

DesignOpp is a not-for-profit initiative championing diversity in Irish design, so People of Colour can fulfill their creative potential. Our goal is to provide more opportunities, diversify education and create a welcoming community for Creatives of Colour.