



Advertising & Marketing

Brief Setter:

Anne Beamish

Founder of Indie Cambridge



Indie Cambridge was founded by Anne Beamish and Steve Linford, who – as long-term residents of Cambridge city – wanted to support independents (indies) doing things their own way and doing them extremely well.

Indie Cambridge is an independent company set up to celebrate the diversity and individuality unique to the local indie scene, and to create a community of indie people who can share their journey together. It is a membership organisation and all the members are independently-owned businesses or individuals in the Cambridgeshire area.

They publish *The Indie* magazine and have set up the Indie Academy to share skills and knowledge to help indie businesses grow.

CREATIVE
BRIEF



Advertising & Marketing Creative Brief

Brief Title:

SHOP LOCAL – creating an Indie campaign where you live

Background:

Large multinational online retail businesses like Amazon have completely changed the way many of us shop. This has led to many small, local businesses finding it hard to compete and keep their businesses going, but we need them to survive as not everyone in our community is able to (or wants to) shop online. Small to medium-sized businesses, like your local butcher or coffee shop, provide employment and contribute massively to the economy. They are often at the forefront of innovation and are at the heart of their local communities, but they do not have the advertising and marketing budgets of the corporate companies and need local people to support them.

Brief:

To create a 'shop local' marketing campaign to encourage residents to buy from small independent businesses instead of online multinationals. There are three main parts to developing this campaign::

1. Students should undertake research into the independents already in their local area. These could be shops, cafes etc. (the 'high street' location) or people like artists or tradespeople (the 'not on the high street' independents). Students could choose to conduct this research in different ways: e.g. searching online using different criteria such as location or type of business, or by getting out and about and exploring their local high street and keeping a record of what they find.
2. If possible, students should try and contact some of the local shop/business owners to find out who their customers are and what their needs are in terms of promoting what they do (some students may know some contacts through existing family connections). Additionally, they should also ask some local residents about their shopping habits. This could be family and friends or, if possible, by doing a survey. This information will then help students when they are looking at the different options to promote their campaign and reach their target audience.
3. Based on they have found out, students should come up with a title for the campaign (and if possible an idea for a logo), decide what the main message will be, and explain the ways they have chosen to promote it.



Advertising & Marketing

Suggested project timeline:

Essential Skills Developed



WEEK 1

School

- Live brief setting and Q&A. Think about the different roles needed in the project and, if working in a group or as a class, decide who will do what.

Homework

- Create a list of local shops/businesses.

WEEK 2

School

- Decide on a title and the main message for the campaign.

Homework

- Come up with some design ideas for a logo.

WEEK 3

School

- Gather some feedback from the owners of those local shops/businesses on your list.

Homework

- Prepare a survey for shoppers.

WEEK 4

School

- Live check in with brief setter. 2-3 students will be chosen by the teacher to present their ideas and receive feedback from the professional and their peers.
- Have started to survey shoppers about their buying habits.

Homework

- Prepare research findings.

WEEK 5

School & Homework

- A digital portfolio of creative careers in the industry sub-sector will be provided.
- Students to review the digital portfolio of creative careers in industry sub-sector.

WEEK 6

School

- Students to feedback to teachers the creative careers they have researched.

Homework

- Research and decide on the different ways they will promote the campaign.

WEEK 7

School & Homework

- Work on the content for the final presentation.

WEEK 8

School

- Students will present final response to creative brief to peers and the brief-setter.
- A select group of 4-6 students will be chosen by the teacher to present in order to get feedback from the brief-setter and their peers.