



# CREATIVE BRIEF

## 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.

**Brief Title:** SHOP LOCAL – creating an Indie campaign where you live.

To create a ‘shop local’ marketing campaign to encourage residents to buy from small independent businesses instead of online multinationals.