



Ad Creativity

Copy test: Graduate Diploma in Advertising Creativity 2012

I. Advertising Concept Task

Background:

Ecobulb is an energy saving light bulb that uses 80% less electricity than an ordinary bulb for the same light output. It lasts 10 times longer than an ordinary bulb, so you don't have to change it very often. An Ecobulb can directly replace standard incandescent bulbs.

Each ordinary bulb replaced with an Ecobulb will save approximately \$130 in power over the life of the Ecobulb. Replacing 5 ordinary bulbs with Ecobulbs will save up to \$650 on your power bill. Every Ecobulb installed prevents 9 ordinary bulbs going into landfill. This has significant advantages over ordinary lightbulbs. (See website: http://www.goodsteps.co.nz/catalog/P53_Ecobulb-Light-Bulb-screw.html)

The main target audience for the Ecobulb is professional working people aged 25 – 65, with or without families, who are looking for better value light bulbs that have a smaller environmental footprint.

Quite simply, Ecobulb is the longest lasting bulb you can buy.

Task:

1. Taking account of the information above, create **5 different ad concepts** for a single page magazine or press ad that highlights the advantages of Ecobulb over ordinary lightbulbs.
2. Please supply 5 rough layouts (headline and visual only).
3. Now **pick one of the 5 concepts** you have created and write no more than 300 words of body copy to go with the concept you have chosen: the words that would appear in the ad itself, **not** an exegesis of your idea.

You can choose to provide either neat sketches or computer generated rough concepts*.

2. Writing Task

Work out a set of simple instructions to explain to someone how to change an ordinary lightbulb (it can be screw in or bayonet fitting in any kind of light that might be hanging from a ceiling).

Now:

- a) Write the instructions out as a set of simple bullet points.
- b) Then re-write the instructions as a simple piece of flowing prose.
- c) Finally, re-write them again but, this time, do so in one of the following literary styles: a romance novel, or a war story, or a spy novel or a science fiction story.

You can make your submissions by post or email. Please scan any neat sketches if you are making an online submission.

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***Here is an example of a rough ad concept (produced to a different brief).**

Your concepts should be produced to a similar standard, or better. The straight lines indicate where the copy text would go. In roughs, we should be able to read headlines.



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You can use any of these Ecobulb shot for reference. Use any of these images or make a rough sketch to use in your concepts.

ecobulb®

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Please mail your submissions to:

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Or you may e-mail your submission to: karen.donovan@aut.ac.nz

Adobe Acrobat PDF, Photoshop or Word documents acceptable.