

## Our Bland Creative Brief

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**It's not how  
good you want  
to be, it's how  
good you are.**

# We hesitate to create

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## Background

Please read our website's About Us page.

## Objectives

- To increase awareness of our bland
- To unintentionally attract an audience as they scroll
- To change our perception from bland to blander
- To somehow still drive consideration

## Target audience

Millennials. No, everyone. Yes, everyone who aspires to be a millennial. Not forgetting Gen Z. Or Boomers – they have money.

## Insight

A generic observation of human behaviour that fits perfectly with the creative thought that our CEO already came up with.

## Challenge

This is exactly what our competitor did last year – how do we do it differently so it's blander?

## Tone of voice

Puns work puntastically. Season with emojis. This is how we make sure we look like every other bland on the road to irrelevant, while periodically oscillating towards premeditated responses.

## Key message

We always make our one key message two-pronged to confuse an already overwhelmed audience.

## Expectations

- We'll spread specks of similarity everywhere
- We'll capitalise on worldwide wokeness to appear human and sensitive
- We'll truly become our competitor's clone (we must share a reference – we won't believe it'll work unless it's been done before)
- We'll toss data-driven recommendations in the bin (we love the sound of numbers crunching)

## Budget

We always rain restrictions on recommendations. But we still reach for the stars.

## Deadline

As we're working in unprecedented times, we're not expecting anything yesterday. We're keen to be WFH warriors of change, so we'll put time in to review recommendations tonight – right before bedtime.

# Totally Mundane™

Bland isn't a registered trademark and the contents of this brief aren't protected due to similarities with every other bland in the world.

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