

Practice briefs

AWARD School is looking for creative problem solvers, storytellers, and big thinkers. No qualifications or experience are needed, just raw ideas and determination.

To help you prepare to apply for AWARD School, below are three past briefs from the course.

By completing them, you'll practice putting your creativity into action, to come up with a range of print ads or creative ideas of your own.

Using a black pen and paper (i.e. no computer layouts allowed), create a print ad for the following briefs:

AWARD School 2022 brief

Product: Windex Original Glass Cleaner

Target audience: Anyone who wants their windows crystal clear

Single-minded proposition (SMP): For the cleanest glass

Cheat sheet: Check out ideas from the 2022 alumni [here](#).

AWARD School 2021 brief

Product: Vanish Napisan

Target audience: People who do laundry

SMP: Effective against all stains

Cheat sheet: Check out ideas from the 2021 alumni [here](#).

AWARD School 2020 brief

Product: Hungry Jack's Rebel Whopper Burger

Target audience: Young people looking for more meat-alternative options

SMP: Guilt-free burger

Cheat sheet: Check out ideas from the 2020 alumni [here](#).

What is a single-minded proposition (SMP)?

An SMP sums up the most important thing you can say about the brand or product. Keep this top of mind when you're coming up with ideas.

Need inspiration?

The following links offer great advertising examples of lateral thinking:

www.awardonline.com/awards/award-annuals

www.clios.com/awards/winners

www.dandad.org

www.deckofbrilliance.com