

Masterclass: Practice Brief

THE BRIEF

Client / Brand	Heinz
Product	Heinz Baked Beans
Media	Poster
Target Audience	Parents of young kids
Single-Minded Proposition	The fuel for energetic kids
Background / proof of proposition:	Kids are naturally full of energy, curiosity, and mischief. Heinz Baked Beans are made for keeping up with them. High in fibre, high in protein and low in fat, they're a simple, nutritious meal parents can feel good about serving - and kids already know and love.
Mandatories	Heinz Baked Beans can Heinz logo

THE RULES / INSTRUCTIONS

1. All work must be in black and white (scamps).
2. All images must be hand-drawn. If you'd like to include an image that you can't draw, then simply trace it. Typed text laid over a scanned drawing will also be acceptable.
3. Simplicity is paramount. Don't complicate your ideas - remove unnecessary wording/detail.
4. Submit your poster [here](#) by 5:00 pm AEST on 1 October.

QUESTIONS?

Please reach out to Steph Loutas, steph@adcouncil.org.au