

## Skittles Creative Brief

### Why are we advertising?

Skittles needs to break into the highly ritualized food traditions surrounding NFL game days.

### Who are we talking to?

The Wildcard Watcher is "that guy." He's a Skittles tween who has grown up - but the term 'grown up' is a stretch. Sure he's out of his parents' house, but this 18 to 28-year-old is still flying by the seat of his pants. His favorite phrase is, "Hey guys, watch this!" Squad is life, and he will do anything to be the center of attention, right down to the flying pancake pattern on his socks.

### What do we know about them that will help us?

"I'm always looking for the next stunt to pull in front of my friends that will make me legend...wait for it...dary. On NFL game days, foods like pizza and chips are expected, but I thrive on the unexpected. I don't get why people spend so much time making fancy football dishes when they could've spent that extra hour getting over a Sunday morning hangover. I let my friends bring the staple foods; my job is to bring the fun."

### What do we want them to take away?

The Scooper Bowl is an expression of the Wildcard Watcher's awesomeness.

### Support

- Something as swaggy as you? You better believe it.
- Bring the Scooper Bowl, bring the wow factor.
- Bringing chips is mainstream. Swim upstream.

### Tone

Upbeat, witty, comical, self-deprecating

### Mandatories

Skittles logo, NFL logo, Scooper Bowl design

### Creative Sparks

- You are what you bring.
- "If I bring something spicy maybe they'll think I'm spicy." - Ryan, 21, focus group participant
- Walk into the party like, "What up? I got a big scoop."
- Bring the Scooper Bowl and your friends will like you 22 percent more than they already do ... probably.
- Wildcard Watcher collects himself outside the door, then runs into the party in slow motion. He jukes out other attendees, dives to put the Scooper Bowl on the coffee table and nails it. Scene flashes to real life, where the Wildcard Watcher casually sets the Scooper Bowl on the table and sits down while other attendees look on.
  - Defend the rainbow. Taste the rainbow.