

# RESPONSE to BRIEF: Finmeccanica's AgustaWestland AW119 military helicopter print ad

Version 3.0

## Summary of copywriter's brief:

- Need for a new headline only, which will be more attractive and generate greater impact
- That headline to explain and flag up, in a short sentence (or phrase, assumedly) the long copy
- Long copy to remain intact (unless error-stricken, which it isn't)
- Ad is for military version, with nature of military roles requiring sensitivity
- The market is specifically Indian
- No requirement to stick with the previously-used 'helping ...' format taglines
- The root of the '... safer India' tag-line is essentially still sacrosanct
- A minimum of 4 potential solutions, each with a creative rationale / motivation are required
- 2 hours only agreed
- The response to the brief needs to be back ASAP for use on Monday 24<sup>th</sup> January 2011

## Solutions provided in response:

| Solution No | Suggested Headline(s)                                      | Creative Rationale / Motivation                                                                                                                                                                                                                                                                                                                                                                                                                                          |
|-------------|------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 01          | Ever-revolving technology to secure an ever-evolving India | The expression 'ever-revolving' is a reference to the spinning rotors. The text then goes on to refer to an India which is becoming stronger and is 'ever-evolving'. So there is a play on words which should force the audience to re-read the text. We also put the important reference to security central in the proposition. And we've mentioned India by name. Would work very well but might not translate well into other languages. In that case see option 02. |

| Solution No | Suggested Headline(s)                                     | Creative Rationale / Motivation                                                                                                                                                                                                                                                                                                                           |
|-------------|-----------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 02          | Ever-evolving technology to secure an ever-evolving India | The expression 'ever-evolving' is a subliminal reference to the spinning rotors (because it sounds like 'ever-revolving'. The text then goes on to refer to an India which is becoming stronger and is 'ever-evolving'. And we've mentioned India by name. We also put the important reference to security central in the proposition. Easy to translate. |

| Solution No | Suggested Headline(s)                | Creative Rationale / Motivation                                                                                                                                                                                                                                                                                                                                  |
|-------------|--------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 03          | As versatile, and as safe, as India. | We're trying to remind India that it is becoming a world powerhouse because of the sort of versatility as entrepreneurs that we can see in a helicopter like this. It's India-specific as we've mentioned India by name. And we'd like to suggest, too, that buying an AW helicopter is like specifying an IBM computer i.e. nobody ever got fired for doing so. |

| Solution No | Suggested Headline(s)                                                                        | Creative Rationale / Motivation                                                                                                                                                                                                                                                                                                                                                                         |
|-------------|----------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 04          | Flexible government doesn't have fixed ideas. And versatile aircraft don't have fixed wings. | This is a circumspective approach to the problem. Most aircraft have fixed wings, leaving them at a distinct disadvantage in some circumstances. This approach could appeal to the decision-maker who would rather hedge his bets and purchase a workhorse which is not tied to airstrips.<br><br>It also, of course, appeals to the decision-maker's own sense of self-worth as a contingency-planner. |

| Solution No | Suggested Headline(s)                                                                                                                                         | Creative Rationale / Motivation                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
|-------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 05          | Shock and <b>AWe</b> come as standard.<br>or<br><b>AWash</b> with features<br>or<br><b>AWe</b> -inspiring!<br>or<br><b>AWash</b> with <b>AWesome</b> features | The term 'Shock and awe' is well-known by the military and by defence politicians, and refers in general terms to military capability. It has kudos, some romance, and definite impact – without saying anything too specific.<br><br>This could be a re-usable concept with applications for many AgustaWestland products. In each the letters <b>AW</b> would be emphasised to establish a subliminal reference to the maker. So it could become part of AgustaWestland's day-to-day branding strategy. And, of course, the exercise of spotting the reference may amuse readers.<br><br>So we could also use, elsewhere, the following (and there will be more examples for sure):<br><br><b>AWard</b> -winning, Fire <b>AWay</b> , Make <b>AWay</b> with, <b>AWesome</b> , <b>AWfully</b> good (military/civil/general purpose) helicopters, Up, up and <b>AWay</b> , Indispensable to an <b>AWakening</b> nation |

| <b>Solution No</b> | <b>Suggested Headline(s)</b>             | <b>Creative Rationale / Motivation</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
|--------------------|------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 06                 | The vehicle of choice for spin merchants | Very clever on a number of levels viz (a) it refers to the helicopter's spinning rotors, (b) it's a sideways reference to government officials as spin merchants, which of course is an intrinsic part of their job, (c) it suggests that anyone selling military hardware would choose this as being in their product portfolio because it's a superlative bit of kit, and (d) it reminds decision-makers that helicopters are a high-visibility reminder of governmental presence and involvement in providing rapid and effective responses to security crises |

| <b>Solution No</b> | <b>Suggested Headline(s)</b>                                                                                                              | <b>Creative Rationale / Motivation</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
|--------------------|-------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 07                 | For moments when you don't know which way to turn, here's a product that does*.<br><br>(* The rotors, at least, invariably go clockwise.) | An interesting approach which will bring a wry smile to many politicians. They have to cope with the unexpected, and indeed the military will frequently be dealing with unforeseen and demanding scenarios which require versatility.<br><br>The solution (with the asterisked sub-header run in smaller font) is a reference to the rotors being dependable even if the government is temporarily caught off-guard.<br><br>Yes it's slightly witty. But humour sells. It will make people think and that's useful.<br><br>NB If this is used please check the rotors do indeed go clockwise! |

| <b>Solution No</b> | <b>Suggested Headline(s)</b>                               | <b>Creative Rationale / Motivation</b>                                                                                                                                                                  |
|--------------------|------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 08                 | As versatile ... as those who recognise their versatility. | Works on one level. Flattery. Mandarins have to be flexible to stay in power. They will be the first to recognise that any solution that is too rigid - e.g. fixed-wing aircraft - is of limited value. |

| <b>Solution No</b> | <b>Suggested Headline(s)</b>                              | <b>Creative Rationale / Motivation</b>                                                                                                                                                                                                                                                                                      |
|--------------------|-----------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 09                 | Flying by the seat of your pants that's as safe as houses | What does this ad really say? It speaks of domestic safety, which is the priority for the decision-maker. Arguably it also implies that choosing this solution is safe (like buying an IBM). But it couples that with the raw adventure of owning a helicopter (and being able to take the odd flight in it too, no doubt!) |

| Solution No | Suggested Headline(s)                                                                                                                                                                     | Creative Rationale / Motivation               |
|-------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------|
| 10          | The Emperor Hadrian shied away from invading India. Almost two millennia later the Romans are back. But this time they've brought the AW119Ke. Luckily for you, now they're on your side. | An interesting historic perspective, I think. |

**Comments:**

Please note that I have observed some errors in the brochure AW119Ke\_nov08 which the client should know about.

- Some of the capitalisation is incorrect. 'System' in the SAFETY FEATURES section should not be mixed-case.
- The same problem occurs with 'Customer' in MORE VALUE FOR MONEY.
- There is a spelling error in the SAFETY FEATURES section, where there are two spellings of 'independent' and one is incorrectly 'indipendent'.
- There is also a reference, in the PROVEN WORLDWIDE SUPPORT section, to 'customers representatives'. Clearly there should be an apostrophe after the word 'customers'.
- In general the material within that literature is very badly organised and this has led to a number of entirely avoidable repetitions.

Paul Dunwell, Copywriter for Native, Sunday 23<sup>rd</sup> January 2011