

Upstarts Brief 2

A brand new campaign to celebrate Bord na Mona's change from brown to green.

What's the problem?

What one problem are we trying to solve with this work?

People only think of BNM as a traditional peat company - Bogs, briquettes, and damaging the environment.

They have transformed from brown to green so we need to reposition them in people's hearts and minds as Ireland's climate action leader.

What's the formula?

How do our competitors communicate about this stuff?

Lofty manifestos and vague promises of a better future. Instead we need to show people that we are about real and tangible climate action.

Who are we talking to & what's their mindset?

The target and their mindset relevant to this project.

Climate change affects everyone so BNM shouldn't just be for people in the midlands or eco warriors.

TOV/Values/Personality

How should the brand speak/behave through the comms?

Committed, innovative, bold, inclusive and Irish.

Insight

What original thought about a human truth have we uncovered?

People feel like they're doing their bit for the environment, but for big change to happen businesses and government need to step up.

Proposition

What's the single critical thing to say?

Bord Na Mona are changing for a greener future for everyone.

Desired results:

- 1. What are we hoping to achieve for the brand?*
- 2. What would we like people to think, feel or do in response to the work?*

BNM — National fame for a kickass campaign.

Consumers — Feel like BNM is really stepping up and making the big changes that Ireland needs.

What's the deliverables?

A big TV idea + tagline (max 60 seconds).

RTBs (Reasons to Believe)

Focus on one, or all three for your TVC

Helping contribute towards a carbon neutral Ireland by the year 2050. Bord na Mona will provide renewable energy to 30% of Irish homes 2030. Bord na Mona have completely halted the milling of bogs (peat production) as of 2020.

Brief set by:

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