

ROUND 2



x



AN IDEA DECK





x



PaperBoat is looking to make advertising content around IPL and associate it with Nostalgia.

It's main aim is to attract young adults who love **IPL** to try PaperBoat drinks instead of soft drinks/energy drinks. The brand wants to be part of the conversation around IPL.

You are PaperBoat's **creative head** of communications. You just have to make an Idea Deck by filling the below slides with your marketing/advertising idea(s).





x



THE SPACE YOU HAVE CHOSEN

this slide contains

Who are you targeting? (**audience**)

Why are you targeting them?

What **idea** are you selling to them?
(overview of your idea)





x



MAIN IDEA

this slide contains

This could be either One **OR** All **OR** any of the following, its upto you-

- TV Ads (Attach link for scripts 30-45 seconds)
- Newspaper Ads (Which newspapers and what type of ads)
 - Instagram Ads (What type of creatives)
 - Product Placement (Explain elaborately)
- Change in packaging (why and what type of change)
- Any other unique marketing idea that we've never thought of or haven't included in this list (eg. A live display in malls, a Twitter campaign maybe?)





x



EXECUTION

**Your creatives/ visuals/ link to scripts
or just further explanation of how your ads will take place
will go here.**





x



THANK YOU

**If you've made it so far, thank you for reading
Please participate, we're sick of Mutual Funds and
my11circle ads during IPL :)**

**If they're good ideas we can post, tagging PaperBoat,
we checked, they reply to tweets quite often.**

