

The Brief

Magnus



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<p>Introduction</p>	<p><i>Magnus</i> is an established off-the-shelf Asian supermarket brand with over 30 years of history. Their male product line has high presence and is extremely established in the market. They will be launching new a shampoo line with a new formula in the market. <i>Magnus</i> prides itself on being edgy.</p>
<p>The Objective</p>	<p>Primary</p> <ul style="list-style-type: none"> • Generate awareness for the new product • Connect with the younger generation through TikTok <p>Secondary</p> <ul style="list-style-type: none"> • Drive traffic to various e-commerce websites where the product is sold.
<p>The Challenge</p>	<p>Even though <i>Magnus</i> is very established, they have been missing out on connecting with the younger generation on newer digital platforms.</p>
<p>The Task</p>	<p>The Main Ask</p> <ul style="list-style-type: none"> • To create engaging TikTok content for a launch campaign to connect with younger male audiences and get them to purchase <i>Magnus</i> shampoo <p>Key Messages</p> <ul style="list-style-type: none"> • <i>Magnus</i> is a youthful brand that the younger generation should consider • New mint shampoo formula will help you to stay refreshed throughout the day in hot weather
<p>Target Audience</p>	<p>Males aged 16 - 34</p>
<p>Expected Deliverables</p>	<ul style="list-style-type: none"> • Minimum 1 x TikTok Video Creative <ul style="list-style-type: none"> ◦ File size should be 50MB or under • Each submission should only address one of the following markets. Please create a new submission if you'd like to work on more than one. <ul style="list-style-type: none"> ◦ Regional <ul style="list-style-type: none"> ■ To cover min. 3 countries within SEA ■ Submission language: English ◦ Indonesia <ul style="list-style-type: none"> ■ Submission language: Bahasa Indonesia ◦ Thailand <ul style="list-style-type: none"> ■ Submission language: Thai ◦ Vietnam <ul style="list-style-type: none"> ■ Submission language: Vietnamese
<p>Requirements</p>	<ul style="list-style-type: none"> • Register before submission <ul style="list-style-type: none"> ◦ <i>To submit an additional entry, submission process has to be repeated</i> • Only one person is allowed per entry
<p>Deadline</p>	<p>15 January 2021, 23:59 (GMT+08:00)</p>