

TEMPLATE FOR NEW CAMPAIGN PRESS RELEASES	
Client:	P&G
Brand:	Braun
Medium: (TV/Online/Press/Poster/Experiential)	Online
Length: (secs/size)	60"
When date does it break?	19 th June 2015 Germany (will come later in US and possibly China).
How long does it run for?	On and off this year.
Where is it running? (What channels, Incl YouTube, national/international? etc.)	Starts on German YouTube channel, running primarily in TrueView in-stream (paid media on YouTube).
ABOUT THE AD	
What is the brief (in one line)?	Convince 17-24 year olds to choose Braun as their first shaver (or body/beard trimmer).
What's the idea? (Give as much detail as possible)	What separates the men from the boys? When you're a boy you play games, when you're a man you do things for real. Because Braun shavers are designed to answer human needs, ingeniously engineered and robustly built you feel that when you shave with a Braun you shave with the real thing. We play on the gaming theme, and the idea that when you're ready to transition from a boy to a man you are ready to start shaving with a proper shaver. We bring this thought to life with the line: Ready for the next level. Braun.
Describe the ads/films in FULL detail:	<p>In short, the film takes all the principles of platform gaming (viewed from side on, left to right movement, looping backgrounds, running cycles etc), but the difference is that it's all shot in camera and is done for real.</p> <p>There is no pixilation or image degradation as the aim is not to produce the quality of the old 8-bit games, but the creative engines and limitations behind them, which creates a sophisticated result.</p> <p>The film tells a story of a child's life, watching him run through the different levels and key moments in his life up until the point where he is ready to transition from a boy into a man, where the Braun shaver plays a key role in this transition.</p>
CREDITS	
Please add in any extra credits that are appropriate to your project	

Project:	Braun Ready for the next level
Client name & job title:	P&G Braun
Brief (in one line):	Convince 17-24 year olds to choose Braun as their first shaver (or body/beard trimmer).
Creative Agency:	AMV BBDO
Creative Director:	Mike Hannett, Dave Buchanan
Copywriter:	Mike Crowe
Art Director:	Rob Messeter
Agency Planner:	Annalisa Gentili
Agency Account Man:	Dan Russell
Agency Producer:	Suzy MacGregor, Jessica Tranfield, Jane Bessey
Media Agency:	/
Media Planner:	/
Production Company:	Caviar
Director:	Keith Schofield
Production Co. Producer:	Neil Cray
Post-production Company:	The Mill
Audio Post-production:	
Digital Design Company:	/
MEDIA	
Media spend:	
MATERIALS NEEDED	
For Film:	- mpeg (Quicktime file) of ad - Stills – THESE MUST BE APPROVED BY CREATIVE & CLIENT in jpeg (300 dpi high res) format please.
For press/poster:	- Approved jpegs (300 dpi) of each execution in the campaign
CONTACTS	
Internal Client PR Contact name & tel no:	
External PR Company & contact person & tel no:	
OTHER INFORMATION	
Where can we send the release? (i.e. ALL trade & creative mags, national papers? E.g David Reviews, Best ads on TV, Media Guardian etc.)	Creative Trade
Is the strategy new/different/interesting?	
Any other interesting info? Did anything happen on the shoot? Is anything that happened a first?	