

# Practice brief

## VANISH - THE ULTIMATE STAIN REMOVER



Whether you're eyeing AWARD School this year, want to sharpen your skills, or brainstorm killer ideas, our practice briefs are your go-to for unlocking your creative potential.

Let the ideas flow!

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**THE BRIEF:** Design a poster for Vanish - the ultimate stain remover.

Grab a pen and paper and sketch or trace your 'sellable' ideas in response to the brief's goal and proposition below.

**GOAL:** Get people to buy Vanish to remove stubborn stains from their clothes

**PROPOSITION:** Gets rid of the toughest stains

## QUICK TIPS & EXAMPLE POSTER ADS

If you need a kickstart, check out our [5-step-framework for cracking a creative brief](#) as well as some of [last year's top poster ideas](#) (note: these were for a different product).

### **WANT FEEDBACK?**

To receive feedback on how industry experts would tackle this brief, create a poster over the next week or so before we distribute tips from **Harry Stanford**, Creative Director at BMF Australia.

Thanks for taking part and good luck!