



Youth Fashion Brief

GO LIVE DATE	TODAY'S DATE	
April 2016	15/2/2016	
The Objective – WHY are we doing this?		
To better understand how youth relate to fashion and to inform and inspire their parents		
WHAT do you need delivered?		
A 90-120 second movie suitable to be featured via our digital platforms and in-centre showcasing youth engagement with fashion from a positive perspective.		
Background / Vision		
Like most shopping centres, local youth enjoy visiting Erina Fair to shop, dine, for entertainment and to simply hang out with friends. Parents of tweens/teens (youths) are concerned with being out of touch with what's cool to purchase their children – especially mum, who is grappling with the notion that her kids are growing up, and she wishes to feel connected with them for as long as possible.		
Target Audience – WHO are we talking to?		
Mums (and Dads) of tween/teen children		
Key Insight & the single most important thing we want to say?		
Mum is concerned with being out of touch with what's cool to purchase for tween/teen kids Erina Fair. We want to provide mum with inspiration in a fun, respectful way.		
Personality / Tone of Voice		
Positive and relaxed, showing fashion as a fun experience. Mums and Tweens/Teens can still relate.		
Mandatories		
No obscene language. No nudity or semi-nudity (must comply with the centres dress code and rules of entry) All participants must sign legal waivers to enable footage to be screened in a public place, at our discretion and shared across our social and digital platforms. No derogatory comments towards brands, trends or fashion styles, cultures that differ from their own.		
Measurement & Evaluation		
Only films that meet the brief and observe all mandatory requirements will be showcased.		