

# WISPA CREATIVE BRIEF

<b>Client:</b>	Cadbury's	<b>Date Issued:</b>	1 Aug 2008
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## What do we aim to do with this campaign?

Ejaculate our brand into the open mouths of the flashmobbing post-adolescent cunts who think there is something fun about their own nostalgia for a chocolate bar.

## Who are we talking to?

### White Affluent No-Kids Eighties-Rememberers (WANKERs)

Typically WANKERs displace their feelings about childhood into ostentatious appreciation of Monster Munch, Airwolf, Dungeons & Dragons etc. Individual responsibility scares the shit out of them, so they take refuge in their collective past. Research suggests that WANKERs like being told what to do, as long as we indulge their risible belief that they are being "ironic".

## What is our strategy?

Capitalise on the WANKERs' pathetic willingness to be tools in their own infantilisation, by asking them to contribute towards the very advertising campaign that will dictate their future buying behaviour.

## Who's the competition?

Charities, good causes, sports, hobbies, family and friends – there are gazillions of better things to spend time and money on, but we think there's a good chance these pricks will forget about them when we give them a chance to massage the member of a big, multi-million pound corporation like Cadbury's. It's baffling, but it looks like we're onto a winner.

## What's the selling idea?

**You will give us your time and money because you're a cunt.**

We want to tell these credulous fuckwits to donate everything we need to make a major TV commercial, saving us half a million pounds in production costs. The ad will then cause more consumers in the WANKER demographic to buy more Wispa bars, making us yet more money. Eventually the WANKERs, in denial about their obesity and approaching middle age, will start funding and producing Wispa ads we haven't even asked for, at which point we can simply disband the agency, sit back and count all our money.

## Why will it work?

Fuck knows. WANKER behaviour goes against all norms of self-respect and logic. One theory suggests that WANKERs get an irresistible warm feeling from "getting involved" in anything that recalls the frivolity of childhood. Others see connections between the Chinese Cultural Revolution and the WANKERs' idealised vision of youth and their desire to obey. Maybe someone will write a book about it one day. Right now, let's make as much money as we can out of these twats before they go extinct.