

Creative Strategy Brief for Podcast

Podcast name: The Break Room

Topic: Life as a teacher.

Description: This podcast features tips, experiences and funny moments teachers go through and features a guest speaker on each week's episode.

Company: Arizona Beverage Company

Brand: RX Energy Drink

Product Category: Energy Drink

1. Target

- **Persona:** Tracy VanderNaald
- **Demographics:** 40 years old, female, middle-class high school teacher with a bachelor's degree.
- **Geographics:** USA
- **Psychographics**
 - **Activities:** Pilates, Book Club, Volunteering
 - **Interests:** Jazz, reading, cooking
 - **Opinions:** She thinks learning is important beyond the classroom. She cares about her health.

2. Current Mindset: Tracy currently depends on trips to a local coffee shop before work for caffeine to get her through the day. She has never been a fan of the taste of coffee, but thinks energy drinks are worse for her health. She has heard from her coworkers that Arizona provides a healthier alternative to other energy drinks.

3. Desired Mindset: We want our target audience to know that Arizona RX Energy Herbal Tea will help them get through a long and busy day with the energizing and healthy blend of green tea, tropical and citrus fruits.

4. Competitors and their mindset:

- **Monster:** She thinks that Monster Energy drinks are for younger people, like her students.
- **Redbull:** She isn't satisfied with its artificial taste and knows some of her students are brand ambassadors for Redbull.
- **Starbucks:** Tracy likes Starbucks but is hoping to find a healthier caffeine alternative to help her get through her busy day. She knows coffee consists of a lot of calories and other negative side effects.

Creative Strategy Statement: Drinking Arizona RX Energy Herbal Tea is a healthier alternative to other caffeinated drinks that will give you energy throughout the day.

5. Evidence:

- Contains Panax Ginseng, Siberian Ginseng, Guarana, Schisandra and Vitamins A, C and E.
 - No preservatives. No artificial color. No artificial flavor.
- Contains 10% juice.
- Inexpensive. Only costs around a dollar for one can.

6. Tone:

- Conversational
- Animated
- Humorous
- Satirical
- Familiar

Podcast Script

INTRO: Music starts.

“This is The Break Room, a podcast about life as a teacher, where we share tips, experiences and funny moments as teachers with a guest on each week.”

Donna: Welcome to the Break Room podcast, this is episode 17 and I’m Donna, a high school English teacher and I’m joined by my coworker Susan. Today our topic is dealing with cell phones in the classroom.

Susan: Oh Donna! Don’t even get me started.

Donna: Do you have a story for us?

Susan: First of all . . . this one student’s phone rings *during my class*. And you know I don’t want to be that teacher that confiscates their phone . . . But then she answers the call!

Donna: She answers the call in the *classroom*? She doesn’t even step outside?

Susan: Oh no, right in the middle of class where we *all* can hear. So get this, it’s her friend - who by the way was “*sick*” at home and skipped my class. Anyways, she was facetimeing her to show off her prom dress options. *During my class!* Uh a little respect *please*.

MID-ROLL:

DONNA: Am I surprised? Hell no. We do not get paid enough for this. This shit is exactly why I need extra energy throughout the day. You know what I do?

SUSAN: What, get that second cup of coffee?

DONNA: Well I used to, but I got so tired of the afternoon jitters and coffee breath. I started seeing that new teacher.. you know.. the really perky one in the science department? Yeah well she was drinking this Arizona Rx Energy Herbal Tea so I thought I’d try it out.

SUSAN: Oh, is that like an energy drink?

DONNA: Yeah, but it's nothing like what your students drink when they roll up late to homeroom. Here, I actually brought in a couple cans so you could try it.

SFX: Can opening.

SUSAN: Oh awesome (takes sip). This is pretty good. I love the tropical citrusy taste.

DONNA: Right? Arizona's Energy Tea gives me the boost I need, and I love that it has herbs and vitamins A, C and E so there are actually health benefits too. There's also none of that artificial crap that's in other energy drinks.

SUSAN: Ok, so what's the catch? Is it expensive?

DONNA: That's the great thing about it. Arizona's Energy drinks are only around a dollar each so they're way cheaper than your morning cup of coffee. And we actually have a special offer for our listeners. We have a virtual coupon up on our blog for you to buy one Arizona Rx Energy Drink and get one free.

SUSAN: Oh Donna, shut your mouth! That's perfect, I'll need more than one can to deal with this shit.

MID-ROLL ENDS:

DONNA: Oh that reminds me of a cell phone story I had not too long ago.

SUSAN: Oh my gosh, tell me about it!

DONNA: So last week I caught a student on his phone during my class trying to take pictures of the English test for his friend in the next period. I was actually impressed with how well he hid his phone in his sleeve until the camera shutter went off. Like are you kidding me?

SUSAN: If you're going to cheat at least be smart and make sure your sound is off.

DONNA: Alright The Break Room needs a break so if you have any funny cell phone stories please be sure to share them on our blog. We'll be right back!

Rationale:

We chose to make the podcast topic about teaching tips, tricks and experiences because our target audience is high school teachers. We thought high school teachers would enjoy a relatable, funny and helpful podcast they could refer to for laughs and advice on how to make it through life as a teacher. The two talents are designed to represent middle-age, female high school teachers. We also felt that having the host specifically be a high school teacher would be most effective as the moments they face on a daily basis are very versatile, ranging from dealing with cliques to helping students get accepted into their dream university. Two of our group members acted as the talents because it was convenient and they knew how to say the lines the best.

We tried to make the podcast reflect a typical break room in a school where teachers can take a break from their students and feel human again. The two talents conversed and gossiped in an animated and lighthearted manner. This was meant to mirror the way students gossip and share stories with each other. The podcast understands that just because teachers are adults, they still gossip too. It hopes to reach an audience that craves the familiarity and camaraderie.

For the sound effects we wanted them to be minimal yet purposeful. We recorded our own sound effect of a can opening and inserted it when the host and guest are drinking the energy drink on air. We thought this approach would provide listeners with a testimonial from a trusted host. The music we chose is upbeat and light to fit with the tone of the podcast.

