



New Blood Awards 2018



Building Society



Brief set by
Nationwide & Shelter

In collaboration with
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Use the power of words to put Nationwide and Shelter at the heart of the conversation around the UK's housing issues

Related Disciplines

- Copywriting
- Branded Content
- Social Media
- Integrated Advertising

Deadline

20 March 2018, 5pm GMT

Background

Nationwide and Shelter have worked together for over 15 years. They're both determined to help people find a place they can call home.

And they've seen real results. In the last few years, they've helped over 22,000 people move into their own homes, smashed fundraising targets, and collaborated on awareness campaigns and policy initiatives.

The Challenge

Nationwide and Shelter want to raise even more awareness of their shared values and concerns around the idea of home. They want to join the wider conversations around them, push those conversations further, and reinforce to the public their positioning as champions of the right to a safe and stable home. And words are the way to do this.

Use the power of words to explore the younger generation's worries, hopes and dreams around the meaning of home, home ownership, housing security and living standards. Create meaningful copy for Nationwide and Shelter to reach the hearts or change the minds of your audience.

Deliver **all** of the following:

- One piece of long copy (around 800 words), eg a sponsored blog post or press article, advertorial, script for a podcast or radio piece, direct mail...
- 3-10 examples of short social copy, eg tweets, Facebook posts, captions...
- One execution with killer copy brought to life by visuals, eg a press or TV ad, out-of-home, branded film content...

Each piece should feel like it comes from the same campaign, ie share a similar brand vision and style (although they don't need to be explicitly connected). Feel free to use visuals in your entry, but remember, this brief is about the craft of copywriting.

Think about:

- Costs of moving when owning or renting
- People who can't buy a home.
- Quality of living in the Private Rented Sector.

These aren't problems for you to solve but themes to explore and issues to raise.

See *Further Information* in your brief pack for more on these topics.

Who is it For?

This is about spreading awareness, and the audience is broad. Think about what you want to say, and who should read or hear it.

What to Consider

- Context is key. Decide where your message would / should go and tailor your tone, copy, style and format appropriately.
- Engagement is vital. Write to make your audience read, engage and share. Make them think and, importantly, feel.
- The rest is up to you. Will you be literal and informative – hard-hitting, researched, fact-based? Or will you interrogate the issues in a more abstract or emotive way? Or make your audience feel uncomfortable – ask them tough questions to provoke thought and action. Perhaps you'll meet your audience, interview them, understand what it means to own a home. Or if an alternative approach to copywriting is your thing, you may want to continue the poetic tone of the current Voices Nationwide campaign – and push it.
- Don't create tear-jerking, heartstring-pulling, cliché-filled charity communications. There are serious issues here but we want to leave the audience feeling optimistic and included, not guilty and upset.
- Think branded content, not straight-up advertising. You don't need to drive donations or mortgage sales – instead provide useful, informative or even entertaining writing to express Shelter and Nationwide's shared values.

What's Essential

Your three executions (one piece of long copy; 3-10 pieces of short social copy; one execution with copy and visuals) – and make it clear where they would appear.

What and How to Submit

Read **Preparing Your Entries** before you get started for full format guidelines.

Upload your piece of long copy and examples of short social copy as **PDFs** (two separate documents, combined max. total 4 pages of A4); and your visual execution as a single **JPEG** or a **video** (max. 90 seconds).