



## D&AD NEW BLOOD AWARDS 2016



### FORD SMART MOBILITY

#### TEAM UP WITH FORD TO MOBILISE CITY-WIDE CHANGE

OPEN TO ALL DISCIPLINES /  
ADVERTISING / DESIGN / DIGITAL  
COMMUNICATIONS / PRODUCT &  
SERVICE INNOVATION

Brief set by:  
**FORD**

In collaboration with:  
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#### IN IT TO WIN IT

- All Pencil winners get to apply for the ultimate prize: a place on the 2016 New Blood Academy.
- For this brief, there's also the chance for selected winners to present their ideas directly to Ford senior management.
- See [dandad.org/new-blood-awards](http://dandad.org/new-blood-awards) for more on what winning looks like.

@DandADNewBlood  
#NewBloodAwards

Deadline:  
**16 MARCH 2016  
5PM GMT**

#### BACKGROUND

Our freedom of mobility is under threat, especially in cities. Increased urbanisation stretches our metropolitan transport systems beyond their limits, leading to congestion and gridlock. And as the global population grows, with 75% of people in the world expected to live in cities in the decades to come, it's more important than ever to tackle this.

In 2011, Bill Ford's TED talk set out a surprising paradox: a car company wanted to be part of the solution for sustainable global movement of people, goods and services. Later, Bill was the keynote speaker at Mobile World Congress, a "car guy" asking the world of mobile technology, developers and entrepreneurs to join together with businesses, legislators and leaders to achieve freedom of movement for all.

Ford currently has 25 live global mobility experiments underway, designed to anticipate what we will want and need in tomorrow's transportation ecosystem. They want to be part of the solution.

If every epic journey starts with a small first step, every cultural shift starts with being open to new ideas and together doing something small to change attitude and behaviour at scale. Ford are looking to move people en masse to engage with new and experimental travel solutions and sustainably change the way the world moves.

#### THE CHALLENGE

Use Ford as a catalyst to create lasting, city-wide change to how we get around. Follow these steps to find your solution:

- 1. Select a place in need of change...**  
*Choose a large city or a megacity with complex transport needs. It can be anywhere in the world, but you must explain why you chose it.*
- 2. ...and use a Ford technology, mobility experiment or asset...**  
*You must make use of a Ford technology, experiment or asset as part of your response but you can be creative with it. Think laterally.*
- 3. ...to change a movement-related behaviour or issue for the better.**  
*Develop a campaign, product, or experience to create lasting, positive behaviour change to improve everyday movement around the city.*

#### WHO IT'S FOR

Anyone impacted by congested cities, who is frustrated by the difficulties of trying to travel from A to B. Think about city living holistically, and consider different city dweller experiences around transport. If you choose a particular target audience, explain why.

#### WHAT TO CONSIDER

- Consider small and attainable ways that people can change their behaviour on an individual level, that together adds up to a big difference. Eg Shift's Action Tracker or Meat Free Mondays – they're tackling different issues, but can you learn something from them that could be applied to transport?
- Consider Ford's assets: brand reach, history and values; diverse vehicles and technologies; smart mobility experiments (how could you leverage or evolve these?); employees: engineers, designers, salespeople; drivers: racers, owners, former-owners; locations: factories, showrooms, test tracks; etc. What audiences can you activate at scale?
- What else can you use as well as Ford assets? Think about how a city's "street furniture" could be repurposed – even if only for one day: parking bays, traffic lights, traffic wardens, multistorey car parks, transport hubs and stations, one-way streets, billboards, pavements, roundabouts. How can the everyday backdrop in which we move become inspirational?

#### WHAT'S ESSENTIAL

Your idea needs to have an authentic link to Ford and its brand values. Your idea can challenge preconceptions of the brand but must help a wider audience see the greater purpose of keeping the world moving.

#### WHAT AND HOW TO SUBMIT

See 'Preparing Your Entries', included in your brief pack, for full format specs.

#### Main deliverables (mandatory)

Present your solution using **either** a **video** (max. 2 mins) **or** up to eight presentation slide **images**.

#### Supporting material (optional)

You can also submit: **Interactive** work (websites, apps, etc.); **physical** material (prototypes, mockups, etc). If your main deliverable is **video**, you can also submit up to four **images**.