



# D&AD Student Awards 2008

[www.dandad.org/studentawards08](http://www.dandad.org/studentawards08)



MTV IS A VIRUS. WHAT DOES IT LOOK LIKE, HOW DOES IT BEHAVE AND WHERE DOES IT INVADE?

## Open Brief MTV Virus Sponsored by MTV



### The brief

MTV is a virus that invades spaces, disrupting, corrupting and mutating them. Choose an environment for the virus to enter and show how it infects/affects it. How does it look, behave and mutate?

### Mandatory requirements

Solutions must:

- Embody the spirit of MTV as a brand that continues to be a pioneer in music and entertainment culture
- Demonstrate what insights have influenced your 'design' and why you have chosen a particular environment or context for your ideas (whether directly commercial, purely conceptual or a marriage of the two)

### Considerations

MTV can be watched and experienced in many ways – TV, online, at events and so on. However, if MTV was a virus, when it gatecrashes the party where would it want to invade and how would it turn that environment and its rules upside down? It could make friends or enemies when it gets there, but it would certainly make a difference and make its presence felt.

### Target audience

The environment that you choose for your virus to invade must be relevant to MTV's core audience, namely the young at heart who have a rebellious streak and like to shake things up; they like to get in people's faces, gatecrash the party, be noisy, make a difference and gain a reputation along the way.

### Tone of voice

As a brand MTV is a unique place and platform to celebrate what it is to be growing up, representing and empowering young people, revelling in the shock of the new and enjoying everything that life has to offer, right here, right now. It's the place to try things out, be audacious, be anarchic and just go for it and not care who gets in your way. Responses should therefore be celebratory, audacious, shameless, smart and witty.

### Background

25 years ago some 'musos' in the USA became so indignant that good music only appeared sporadically on TV that they decided to launch a TV channel dedicated to music 24/7. That channel, MTV, is now the biggest youth media brand in the world, broadcasting as 79 channels across 167 countries and in 23 languages. That original spark of obsessive ingenuity continues to fuel everything MTV does, driven by insights into what motivates the beliefs and behaviours of 16-24 year olds the world over.

As a set of products and services, MTV is currently and primarily a broadcaster with recent pioneering extensions online through MTV Overdrive (a broadband video on-demand service) and MTV Flux, a creative social community with control of a dedicated TV channel.

### Further information

[www.mtv.co.uk](http://www.mtv.co.uk) and [www.dandad.org/studentawards08](http://www.dandad.org/studentawards08)

### Deliverables

Work mounted on no more than four A2 or A3 boards. Digital media must be formatted as stated in the "Digital Work Specification" (see D&AD URL above).

### Brief set by

Sam Richardson, MTV.