D&AD Student Awards 2012

Inspire people to become an Internet Explorer, through both a digital and real world experience.

Advertising Brief

Brief set by: **Internet Explorer 9**
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Sponsored by: **Internet Explorer 9**

Windows® Internet Explorer 9

Deadline for this Brief:

Entries for this brief must be submitted by Friday 9 March 2012.

Benefits:

Nominated and Yellow Pencil winners will be eligible to interview for the D&AD Graduate Academy, with the chance to undertake a paid industry placement.

#bp_ie9

Creative Challenge

When it comes to using the Internet many of us are stuck in a rut. We just visit the same handful of sites, blogs and pages again and again, week after week. When you consider what a vast, colourful, wonderful world the Internet is this behaviour is a bit like never leaving the street you are born on.

Some internet browsers (Chrome for example) encourage this 'content bubbling' approach, directing users back to their 'most visited' sites again and again in an attempt to make their on-line behaviour predictable (and easier to serve adverts against). Internet Explorer however believes that we should all explore the wonderful world of the internet as fully as possible - get off the beaten track and see what cool stuff is out there.

Your challenge is to remind a tech-savvy audience of what a rich and exciting place the Internet is and then inspire them to get out of their 'web-rut' and go exploring. We want to see how you would incite our audience to become 'Internet Explorers'.

Target Audience

Tech Trendsetters - 18-25 year olds who love technology and what it enables them to do. They are united by their curiosity and a desire to 'get there first' whether that's a new piece of technology, a new website or a new piece of content. They want to be the first amongst their peers to send round the new thing.

Considerations

Successful entries will be a campaign that can stretch from the digital world into the physical. How can we seamlessly marry a great (HTML5) digital experience with stunts, events or ideas that can live in the real world.

We are looking for work that will drive downloads and usage of the current version of Internet Explorer, but the idea doesn't need to be advertising in the traditional sense.

You should consider how we can revitalise and challenge some of the existing pre-conceptions of Internet Explorer as a brand. How can we make choosing Internet Explorer as a browser say something positive about your attitude towards the Internet.

Mandatory Requirements

The campaign should have at least one digital component and one experiential / real world component. This could be advertising ideas, content ideas mobile or website ideas for the digital component and event-based, PR or advertising ideas for the real world element.

Create a short, clear and concise presentation of how you would marry the real world experience with the digital and the consumer's journey through the campaign and how this will inspire exploration of the web.

Background

Internet Explorer believes that the Internet is the most marvellous place that there is. We believe that being connected is nothing without the curiosity to see where those connections take you. We believe that this curiosity, this desire to explore is something that everybody shares no matter who they are, and that all of us deserve the best tools possible to satisfy that curiosity. That's why we called our product 'Internet Explorer' - because the Internet demands more than idle browsing or skimming surfing - it's there to be explored. So let's go exploring.

Internet Explorer is the nation's no.1 Internet browser. We're at the cutting edge of browser technology - giving people the tools to explore the Internet in a way that is faster, safer, more practical, more individual and more visually exciting than ever before. We've been helping people explore the internet for longer than any other browser and today we provide the gateway to a more fulfilling web experience.

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Deliverables

Upload a presentation film of your work (max 2 mins). You may also upload supporting images and/or upload a zip folder of supporting interative work.

Please see the Formatting Guidelines PDF for more information.

Further Information

See www.dandad.org/studentawards

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