



D&AD NEW BLOOD AWARDS 2014

asos
discover fashion online

Brief set by:
ASOS

In collaboration with:
JO JACKSON, PROTEIN

THE NEW FASHION INSPIRATION: BEYOND STREET STYLE

**BRANDED CONTENT /
DIGITAL DESIGN /
MOBILE MARKETING /
TECHNOLOGICAL INNOVATION**

BACKGROUND

ASOS' ambition is to become the number one online fashion destination for 20somethings worldwide. By developing the brand's proposition beyond pure e-tail into rich digital experiences, ASOS aims to inspire and engage with its audience on a daily basis in a way that feels credible, authentic and cool.

The rise of the fashion blog and street style photography has changed the way we are influenced by fashion. Today's 20something consumers are more inspired by the clothes they see on the street, celebrities and their peers than they are by catwalk trends. However, street style, one of the biggest fashion trends of recent years, is already becoming rapidly overused.

CREATIVE CHALLENGE

ASOS want you to imagine what's next after street style – how can they present and share fashion inspiration in an entirely new way? Your idea will need to engage with a future generation of global 20somethings who are permanently connected and live on their digital devices.

CONSIDERATIONS

- ASOS is a leader of trends – not a follower. Its digital platform needs to mirror this.
- The ASOS ethos is to find, nurture and support the new, and impart this back to their audience in a way that feels relevant, authentic and cool.
- Consider including the ASOS audience in an integral way into your concept.
- ASOS is a unisex brand so your solution should meet the needs of either a unisex or a female only audience. Please justify your choice.
- ASOS never dictates to its audience. Your solution should not only enhance the user's life, but also allow them to personalise the content to fit in with their own desires and lifestyle.
- ASOS is a global brand, meeting the wants and needs of 20somethings worldwide. How can they create a global platform whilst still providing custom content to suit a local audience?
- A 20something community lives and thrives online. To evolve and succeed, content must be shareable across all relevant social media channels.

- Consider the advantages of a new form of inspiration that will evolve with time and technology, rather than simply create a splash and disappear.
- Brands like Olapic are challenging the way we use UGC (User Generated Content) to inspire peers and support ecommerce. This is the latest way to impart fashion inspiration now, but what's next? The brand image can't be jeopardised at any point so how can ASOS use UGC and remain genuine, whilst maintaining the quality of the content created by its users?

TARGET AUDIENCE

Fashion-loving 20somethings who are price savvy, social and addicted to newness. They love style and to look and feel great, but they believe there is more to life than fashion.

MANDATORIES

- Design and bring to life a concept in line with the ASOS brand and aesthetic.
- It must be viewable on a smartphone. You don't have to actually create an app or site, but must clearly show how it would work, look and feel.
- Produce a clear summary of your response to the brief with reasoning behind your decision-making and outcome.
- Submit research references and/or mood-boards.
- Present a clear understanding of the proposed user experience.

DELIVERABLES

You must read 'Preparing Your Entries' included in your brief pack for full format specs and submission guidance.

Main deliverables (mandatory)

Present your solution using either a **video** (MPEG or MOV, max. 2 mins) or up to eight **images** (JPEG only).

Supporting material (optional)

You may also submit: **Interactive** work (websites, apps, HTML, etc.); additional **text** (PDF, max. 1 A4 page). If your main deliverable is video, you can also submit up to four **images** (JPEG only). If your main deliverable is images, you can also submit **video** (MPEG or MOV, max. 1 min).

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Deadline:
19 MARCH 2014