



D&AD NEW BLOOD AWARDS 2014



Brief set by:
THE BODY SHOP

RE-ESTABLISH THE ORIGINAL BEAUTY PIONEERS

**CRAFTS /
GRAPHIC DESIGN /
BRAND EXPRESSION /
POSTER ADVERTISING /
SPATIAL DESIGN /
DIGITAL DESIGN**

BACKGROUND

Founded by Anita Roddick in 1976, The Body Shop is the original 'natural and ethical beauty' brand. All of their products are animal cruelty free and vegetarian. They were the first international cosmetics brand to be recognised under the Humane Cosmetics Standard.

The Body Shop believes in fair trade, has long been a force for positive social and environmental change and have their own charity; The Body Shop Foundation.

They want to be relevant for the future with their own unique visual identity that reflects their DNA – a creative, intelligent, pioneering, rule breaking, law changing, original and true beauty brand.

CREATIVE CHALLENGE

Create a new visual language for their brand communications that reflects their pioneering spirit within the beauty industry and as a forward-thinking British brand.

Anchored through their window posters, the challenge is to expand from there to form a new visual communication style. Your work should encompass their quirky tone of voice, product efficacy and premium beauty credibility.

CONSIDERATIONS

Online and mobile shopping is rapidly changing the retail sector. How can they create a unified retail experience through their communications that connects the physical and digital shopping experiences more coherently?

Consider the various types of media that can form part of the language, such as graphic art, photography, typography, film, experience, and any other styles of artistic expression that you feel embodies the brief.

TARGET AUDIENCE

Beauty enthusiasts who are looking for an aspirational brand they can believe in. Who want a brand they can trust to deliver a sensorial product experience, be transparent in their business ethics and embody their own values. Primarily female, but not exclusively. Gen Y / Age 18-35.

MANDATORIES

- Four A2 poster designs, one for each of the following products: Body Butter, Nutriganics™ Drops of Youth, Colour Crush Lipsticks, White Musk® Eau De Parfum. See the Further Information in your brief pack for more product details.
- One social campaign poster idea. They have been a force for positive social and environmental change through their many campaigns on topics such as HIV, child sex trafficking, domestic violence, recycling and the protection of endangered species. What do you think our next campaign should be and how should they talk about it?
- Although window posters are their primary communication channel, explore at least one other channel that could bring newness and depth to their campaigns such as activation ideas (how can they drive people in-store or online?), in-store theatre/visual merchandising, social media and digital. Any ideas and designs that could help them create the right shopping experience online as well as in-store through landing pages, category shopping pages, CRM, social media and digital channels.
- The design must include The Body Shop logo.

DELIVERABLES

Judges will see your main deliverable(s) first, and will then view any supporting material if they wish.

You must refer to the 'Preparing Your Entries' document included in your brief pack for full format specs and submission guidance. Work in formats other than those outlined will not be accepted.

Main deliverables (mandatory)

Upload each of your five poster designs as a separate **image**, plus up to three **images** showing your design across other channels (JPEG only).

Supporting material (optional)

This could include executions or mock-ups of your solution, or show your process and the development of your idea. You can submit the following as supporting material: **interactive** work (websites, widgets, apps, HTML, etc.); **physical** material (prototypes, mockups, etc.); additional **text** (PDF, max. 1 A4 page); **video** (MPEG or MOV, max. 1 min).



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