

D&AD NEW BLOOD AWARDS 2016



Brief set by:



RADIOCENTRE

**CELEBRATE DR MARTENS'
UNIQUE BRAND USING
RADIO'S UNIQUE PLATFORM**

**ADVERTISING / RADIO ADVERTISING /
COPYWRITING / INTEGRATED
CAMPAIGNS**

In collaboration with:
VIKKI ROSS, VIKKI ROSS WRITES

IN IT TO WIN IT

All Pencil winners get to apply for the ultimate prize: a place on the 2016 New Blood Academy.

See dandad.org/new-blood-awards for more on what winning looks like.

**@DandADNewBlood
#NewBloodAwards**

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

BACKGROUND

We live in a fragmented, digital world so tribes and subcultures don't exist around music and locations anymore (Mods on Carnaby Street, Punks on Kings Road...). So how can Dr. Martens retain its USP of non-conformist authenticity and rebellious self-expression whilst trying to appeal and remain relevant to a broader base of millennials living in a fast-paced, digital, mix-and-match society?

Radio is ideally placed to rise to this challenge. At its best, radio is all about authenticity of music, sound and voice. Listeners are hugely sensitive to genuine content, and live radio in particular champions expressiveness and inclusiveness. Radio interacts neatly with other channels (you can listen to the radio while you do almost anything). And it has the power to unite people through shared cultural experiences, and influence our emotions – especially through music (something that's very relevant to the heritage of Dr. Martens).

THE CHALLENGE

Harness radio's potential to connect customers old and new with Dr. Martens' spirit of rebellious self-expression. Use its power to evolve the brand's current platform: **What do you stand for? #STANDFORSOMETHING.** blog.drmartens.com/category/standforsomething

Experiment with, and push the boundaries of, what radio advertising can be. Your response could be anything from innovative explorations of radio and its role in our lives (eg [K9FM](#)) to original, perfectly crafted, playful ads or branded content.

WHO IT'S FOR

Proud and passionate life-long fans of the brand, as well as new customers – anyone who can identify with Dr. Martens' celebration of authenticity and self-expression. They're not from any particular tribe or demographic. Instead, they're focused on **individual style** yet all share a **united spirit**.

WHAT TO CONSIDER

- This is about innovative use of radio; what you include in the campaign is up to you. It could be a single piece of branded content; a series of seemingly traditional 30" ads that builds to something bigger than the sum of its

parts; a new way to engage with live music and festivals that Dr. Martens can own and champion; something that reaches people at work or play, driving or jogging; pre-recorded and scheduled, or live and disruptive.

- Radio lives or dies by its use of sound and the strength of its writing. So as well as a great concept, the judges will be looking for brilliantly crafted copy to bring the idea to life (and feel free to include a beautifully executed sound-design accompaniment if that's also relevant to your concept).
- Consider how radio can interact and link with other channels and platforms for an integrated campaign, particularly social media. Think where, when and how listeners engage with radio. But radio must be at the heart and soul of your concept, not just a signpost to online activity.
- Traditionally, radio tends to be used for spots with direct calls-to-action, but it can do so much more. This brief is about brand building, so there's no CTA you must include (though you can if it makes sense for your concept).
- Don't simply extend the current campaign into radio: it's about evolving #STANDFORSOMETHING into something new, bold and exciting.

WHAT'S ESSENTIAL

There's no mandatory CTA, but your response should reference the current brand platform, including the question 'What do you stand for?' or the strapline #STANDFORSOMETHING

WHAT AND HOW TO SUBMIT

See 'Preparing Your Entries', included in your brief pack, for full format specs – work will only be accepted in the formats outlined.

Main deliverables (mandatory)

Submit any scripts as written **text-only** PDFs (max 6 A4 pages). If you have multiple scripts, submit each one as a separate PDF.

Supporting material (optional)

The judges will only look at this if your main deliverable has impressed.

You can submit the following as supporting material if relevant: **audio** executions (MP3 only, max 2 mins); video (max. 1 min); up to four **images** (JPEG only); **interactive** work (websites, widgets, apps, HTML, etc.); **physical** material (prototypes, mockups, etc).