

D&AD New Blood Awards 2017

Brief set by:
MUBI

In Collaboration With:
Rich Flintham
L.A. Ronayne

Deadline:
22 March 2017 5pm GMT

Help film-lovers swap endless searching for instant satisfaction with a scene-stealing idea for MUBI

MUBI



Additional prizes:

Selected winners will get the chance of a week's paid placement at MUBI's Soho office, as well as unlimited MUBI membership.

Related Disciplines

Advertising
Integrated Campaigns
Crafts for Advertising

dandad.org/new-blood-awards
@DandADNewBlood
#NewBloodAwards

Background

MUBI is a global, hand-curated cinema streaming and download service. From cult classics to award-winning masterpieces, forgotten gems to festival-fresh independent releases, from the hard to find to the never-heard-of-that-before.

MUBI sees itself as the antidote to oversaturated choice and average film content.

Instead of churning out thousands of films, they proudly present a choice selection of just 30 – each one handpicked by a human being with great taste, not an algorithm. So every film is guaranteed to be a quality watch. And there are no ads. Ever.

Here's how it works:

- A new choice is added every day (the Film of the Day) and the oldest film is removed, making sure the selection always stays fresh.
- All 30 films are available to watch or download for 30 days.
- It's available to try for a month for free. Beyond this, subscriptions are monthly and yearly.

The Challenge

On average, people spend 4.9 days a year searching for something to watch. That means infinity scrolling until you eventually "settle," and the ever present danger you'll get 20 minutes in and realise you've settled for a dud.

People are starting to work out that 'more' doesn't always mean 'better'.

We want you to use this frustration and your creative powers and create a campaign to get film lovers to put their faith in MUBI and its curators. It's up to you to usher them home.

Who is it for?

MUBI has already created a community of the most interested and interesting cinema lovers in the world. But it's still very much a 'those in the know' secret. Your target audience is not just film lovers, but people who are interested in all aspects of culture: art, music, design, architecture et al.

They are smart, interested and appreciative of like-minds. And they hate being let down or wasting time.

What to Consider

MUBI isn't a boring utility, it's a home for film lovers. So they aren't looking for dry, technical ideas – they're dying to be entertained.

MUBI don't see Netflix, Amazon Prime and the like as competitors – there are times when they're just what you want. But there are also times when what you need is MUBI.

Tone of voice: MUBI take film very seriously, but not themselves. They're not artsy-fartsy snobs, they're likeminded cinema aficionados and all they want to do is show their audience a good time. No to arrogant, elitist, aloof or dull. Yes to witty, exciting and charming.

What's Essential

Whatever you do, drive sign up online.

User journey: You're free to execute your idea in any medium you see fit: consider the most relevant channels, and think how it might work across them. But remember this acid test: is your work acting as a beacon for great cinema, or is it just adding to the noise?

Present:

- Your idea in a nutshell
- Key insights and elements of your concept, including example executions across relevant channels
- Your creative process: highlights from your research and development

What and How to Submit

Read **Preparing Your Entries** before you get started for full format guidelines – we won't accept work that doesn't meet these specs.

Main (essential):

- Either a presentation **video** (max. 2 min) OR **JPEG** slides (max. 8), showcasing your campaign idea and touchpoints.

Optional (judges *may* view this if they wish):

- You can further showcase executions, details or development as **physical** supporting material and / or **interactive** work (websites, apps, HTML, etc.)
- If your main deliverable is **JPEGs**, you can also submit example film or moving image content as **video** (max. 1 min total).
- If your main piece is **video**, you can also submit example image content as **JPEGs** (max. 4).

