

# D&AD NEW BLOOD AWARDS 2015



Brief set by:  
**WWF**

**INSPIRE THE NEW  
GENERATION. MAKE THEM  
ACT FOR OUR PLANET.**

**ADVERTISING / INTEGRATED  
CAMPAIGNS / DIGITAL  
COMMUNICATIONS / WRITING FOR  
ADVERTISING**

## BACKGROUND

The Living Planet Report 2014 released in September 2014 tracks the population levels of thousands of species, and measures the impact of the way we live our lives on our environment. Its findings reveal that:

- Wildlife populations worldwide have declined by 52% since 1970.
- We are living as though we have more than one planet at our disposal.
- By taking more than nature can replenish, we are jeopardising our own future.

WWF was formed on 29 April 1961, by a group of eminent people who made an inspired commitment to the natural world. They called for urgent worldwide action to stop vast numbers of wild animals being hunted out of existence, and stop their habitats being destroyed. This brief restates that urgency and immediate call for action.

This issue is not something we can leave for governments or NGOs to deal with. It's no longer someone else's problem – it's **everyone's** responsibility. And together, the solutions are possible.

## THE CHALLENGE

Inspire a new generation to understand that we **all** have an impact on our planet and an effect on its health.

Take the Living Planet Report findings and make them relevant and accessible to the 'always on' generation. Find a way to communicate that our relationship with the planet is reciprocal: we need the planet and the planet needs us.

All the evidence is there. So how do you make people engage with it and then change their behaviour?

## WHO IT'S FOR

14 to 24 year olds, who have the opportunity to shape their futures. They might be interested in the cause but it's difficult to engage them to the point of action.

## WHAT TO CONSIDER

- What are the reasons people don't get involved? What are the barriers? Awareness without action doesn't solve the problem.
- Changing our course and finding alternative pathways won't be easy. But it can be done.
- This isn't just about regurgitating facts

and figures. What's the story that underlies the statistics? How can we make it real to people, something they care enough to act on?

- Think about WWF's heritage, their brand position, to create a future where humans and nature live in harmony, and their brand beliefs (see Further Info in your brief pack).
- Consider, understand, and let the following inform your response: The importance of biodiversity, iconic species, key habitats and our use of natural materials; That everything we do has an impact on our planet and we are living beyond our planet's means; The interconnectedness of all living things; The speed of change and our responsibility to look after our planet, for now and for future generations.

## WHAT'S ESSENTIAL

An integrated campaign that considers all communication channels relevant to the idea (ie print, digital, experiential...). It's up to you to decide the most relevant touchpoints for your concept – but you need more than one, and you must include a digital element.

Where you need to use the WWF logo in your work, use the special WWF x D&AD logo included in the brief pack. **Do not** use the standard WWF logo.

## WHAT 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)

Present your solution using **either** a **video** (max. 2 mins) **or** up to eight presentation slide **images**.

## Supporting material (optional)

The judges will only look at this if your main deliverable has impressed. 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.); **audio** (radio executions); **text** (radio scripts or longform copy only); **physical** material (prototypes, mockups, etc). If your main deliverable is video, you can also submit up to four **images**. If your main deliverable is images, you can also submit **video** (max. 1 min).

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#NewBloodAwards**

Deadline:  
**31 MARCH 2015  
5PM GMT**