



D&AD NEW BLOOD AWARDS 2014



Unilever

Brief set by:
UNILEVER

In collaboration with:
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CHANGING HABITS OF MEGA-CITY INHABITANTS THROUGH THE POWER OF BRAND

**OPEN TO ALL DISCIPLINES /
ADVERTISING /
DESIGN /
DIGITAL COMMUNICATIONS /
PRODUCT & SERVICE INNOVATIONS**

BACKGROUND

The world needs sustainable solutions at scale, which requires mass participation. With urbanisation happening in every country on earth, cities present great opportunities.

This isn't about the 'hard' solutions of renewable energy generation and big infrastructure fixes. It's about changing the behaviour of people en masse, because ultimately we're social animals whose behaviour is influenced not just by the physical environment, but by the social environment too.

One-off events to send a message are nice, but they don't deliver the lasting change in behaviours required. It's an enduring change we need.

Charity coalitions and government-led initiatives have all been active in creating this type of change, but more is needed. We need multiple brands to get on board to move people, en masse, in the right direction. In this instance, the idea is to nurture a movement of people who are optimistic about the future and are prepared to take small actions to make sustainable living commonplace.

CREATIVE CHALLENGE

Pick either Domestos, PG Tips or Ben & Jerry's to act as a catalyst to create lasting, city-wide behaviour change on one of the following areas:

- Health and wellbeing
- Reducing environmental impact
- Enhancing livelihoods

You can choose the city, but it must be a mega-city home to over 10 million people. You must explain why you've chosen it too.

Whichever of the three brands you choose, your ideas must fit their values and personality. Again you must explain why you've chosen them.

CONSIDERATIONS

- They're looking for big bold ambition, clearly grounded in reality.
- This is a big, complicated brief. You need to show how you made your choices and arrived at your solutions.
- Think about the aspirations, beliefs, core values etc. that run through the majority, and make it personal.

- There are a myriad of possible solutions to develop, but here are a few thoughts to get you started: transport, housing, isolation (making friends), eating, working, community, healthcare, sanitation, waste...
- People don't change their behaviour based on one type of intervention, so your response should consider all the media and channels and touch points that they will interact with.

TARGET AUDIENCE

Think about city living holistically, and consider different city dweller experiences – from working professionals to school children. If you choose a particular target audience, explain why.

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)

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