JCDecaux

Brief set by
JCDecaux

In collaboration with
**Mayor of London;
Nadja Lossgott & Nicholas Hulley, AMV BBDO**

Tell a story with Oxford Street's digital billboards to show the world that #LondonIsOpen

Related Disciplines
Graphic Design
Outdoor Advertising
Digital Advertising
Integrated Campaigns

Additional Prizes
The chance to work with JCDecaux to make your winning idea a reality; the chance of a paid work placement; your portfolio shown to the world on JCDecaux screens.

Deadline
20 March 2018, 5pm GMT

Background
Here in London, we don't simply tolerate each other's differences, we celebrate them. Many people from all over the globe live and work here, contributing to every aspect of life in our city. We now need to make sure that people across London, and the globe, hear that #LondonIsOpen.
– The Mayor of London, Sadiq Khan

#LondonIsOpen is a simple but powerful campaign to send a positive message to the world: London remains entrepreneurial, international and full of creativity and possibility; a place of welcome, where discrimination will not be tolerated. The city is comfortable in its diversity, proud of its history, and optimistic about its future.

And as the UK's number one outdoor advertising company, JCDecaux has the perfect platform for this message.

The Challenge
Oxford Street is a world-class retail and cultural hub, drawing over 500,000 visitors a day. Tourists, shoppers, students, commuters... it's a true melting pot, bringing together people of every gender, sexuality, age, creed, class, religion and race, from every corner of the globe.

You have a unique opportunity to get their attention: JCDecaux's 50 synchronised digital screens at bus shelters up and down the famous street, offering real-time, dynamic communications. The cutting-edge of digital out-of-home (DOOH) advertising.

Put the power of this platform to work with an innovative campaign using these screens to show the world: #LondonIsOpen

Who is it for?
Think about the millions of people, from all places and walks of life, who'll experience your campaign first-hand. Will you target a particular audience group with a specific message, or connect with everybody?

What to Consider
· What's next for the #LondonIsOpen campaign? How can you take it further? It's a broad message, an open book for people to take on and make their own. Think about the people who live in London, and what it is about the city that inspires people worldwide. You won't be able to do everything in one campaign, so make sure you nail what it is you want to make people do, say and feel.

· DOOH offers incredible potential. Push the limits of what it can (or could) do. **For legal and safety reasons, you can't use motion in your creative for the screens**: any content shown needs to be static and remain on-screen for at least 10 seconds. Beyond that, the possibilities are huge. Will the screens work together or individually? A full-street takeover with all screens showing the same message, or a story that unfolds as people travel the street? You could use APIs to plug in to social media, weather updates, and more for tailored messaging that responds to its environment or viewers... How could smart use of data bring a little bit of magic to the lives of passers-by? Think about creating something that will stand out visually, make the news or inspire your audience.

· Your campaign must be delivered through these screens – but how might you reach further afield? How could DOOH integrate with other media for global impact?

· Not a Londoner? Never been? Don't let that put you off. Use your unique perspective and existing perceptions to your advantage. How could an activation in Oxford Street connect with you and your community, wherever you are?

· This is a chance for big, bold thinking, so you don't need to be restricted by budget – but do consider the practicalities, and how your idea could be made a reality.

What's Essential
JCDecaux's Oxford Street bus shelter screens must be the main media channel for your campaign. Only static content can be used on these screens.

See Further Info included in your brief pack for everything else you'll need to know.

What and How to Submit
Read **Preparing Your Entries** before you get started for full format guidelines.

Main (essential):
Either a presentation **video** (max. 2 min) OR **JPEG** slides (max. 8), showing your solution.

Optional (judges *may* view this if they wish):
Interactive work (websites, apps, etc); **physical** supporting material; if your main piece is **JPEGs**, you can also submit **video** (max. 1 min total); if your main piece is **video**, you can also submit **JPEGs** (max. 4).