Pearson

Brief set by
Pearson

In collaboration with
Together Design

Transform informal learning into lifelong opportunities for older workers, with a product, service, campaign or platform for Pearson

Related Disciplines
Open Brief
Advertising
Design
Product & Service Innovations

Deadline
20 March 2018, 5pm GMT

Background

Lifelong learning is becoming essential. We're living longer, and in our increasingly digitally-focused workplace, the concept of a 'job for life' is being replaced by portfolio careers which see people moving across industries throughout their working lives.

It's an exciting prospect, but it can present tricky challenges for people later in their working lives, whose skillsets may need updating to remain relevant and employable. Pearson believes that "wherever learning flourishes, so do people", and enables people to learn through every stage of life.

The Challenge

Design a product, service, platform, or campaign, that promotes informal learning and helps people explore exciting opportunities to improve their employability as they reach the later stages of their working lives.

For example, your solution could be a product teaching programming in a more relatable way; an initiative partnering young and older learners to trade knowledge and wisdom; a campaign celebrating the benefits of continued learning; or many other ideas. The possibilities are endless.

Who is it For?

Your solution needs to support people aged 55+ who are either working or wanting to be in work. It can be a broad, universal solution, or more specifically focused – for instance on one country's particular issues, or a vocation especially impacted by the changing world.

What to Consider

· With retirement ages shifting later, your audience may have more working years left than they previously believed. What impact might these changing expectations have on their needs? And how might this affect your solution?

· How will you reach your audience? Will you target them directly, or channel an intervention through employers, the wider community, libraries, museums, or even via brands?

· Which other related challenges and concerns might your audience be facing? For instance, could your solution enable them to support themselves through their retirement as well as keeping them in fulfilling work until that time?

· What advantages might older learners or workers have, that can benefit their employers, communities or themselves? How can you leverage these to ensure your solution really makes a difference?

· Technology could play a major role in your solution, but this brief is human at its heart. Embrace new and developing technologies thoughtfully to solve genuine problems for real people – don't just use them for the sake of it. A lo-fi solution could be equally effective as something more cutting-edge.

· The solution could be Pearson enabled and branded, or a separate product or service in its own right. Choose the approach that's appropriate to your idea.

· Do your research. But don't just read; get out and speak to real people and gain a true understanding of your audience – and don't patronise them.

What's Essential

· A quick word of caution: this is not about creating something that simply looks nice. The judges want to see a strong idea clearly communicated, not beauty for its own sake. It's easy to get carried away with exciting executions, but first make sure you've nailed the bold and considered strategic thinking.

· Be clear on what the opportunities or problems are, and who your audience are.

· Make sure you document your research and development, so that the judges can take a peek at your process once you've impressed them with your solution.

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).

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