



#### **Brief set by**

Microsoft Surface

#### **In collaboration with**

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**Microsoft has changed.  
Radically. You have  
limitless potential;  
Microsoft offers limitless  
possibilities. Create a  
big and bold idea that  
revolutionises what people  
think about them**

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#### **Related Disciplines**

Open Brief  
Advertising  
Digital Design  
Product & Service Innovations

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#### **Deadline**

20 March 2019, 5pm GMT

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#### **The backstory**

Once upon a time, you were a Mac person or a PC person. You were creative... or you weren't. It was a binary world.

People today don't do binary. Or labels. We live and work in a world that's more disrupted, more chaotic and more exciting than ever. Individuals can't be pigeonholed – we're all things, all the time.

Microsoft believes that the visceral power of human creativity and imagination can't be copied or manufactured. Combining that creativity with powerful technology is the most potent partnership for achieving more, from creating a new branding identity to using creativity to solve everyday problems. Your potential = their passion. They believe that creativity is a superpower, and the next generation should harness that superpower in all of its guises.

#### **What's the challenge?**

Microsoft wants you dramatise, expose and educate to fulfil its mission of helping everyone to harness their creative superpower.

Create a digital/online product, service innovation or campaign that:

- challenges perceptions of Microsoft as a brand. Make it more desirable. Make it talked about
- showcases Microsoft's amazing educational possibilities to encourage experimentation and involvement
- celebrates creativity as a superpower in the next generation.

You can use any Microsoft product as your focus, but you should strongly consider using Microsoft Surface thanks to its endless possibilities.

#### **Who are we talking to?**

You need to empower a new generation of creatives in an ever-increasing digital landscape. Target people who are just starting their creative journey, whatever their stage of life. Remember to clearly define your audience and explain your choice.

#### **Things to think about**

##### **How to unlock creativity**

Can you do this through different channels and touchpoints of the brand experience?

##### **How to get people to experiment**

Encourage experimentation, involvement and innovative exploration using any Microsoft products or services (hardware or software). See *further information pack*.

#### **How to evoke emotion**

Your work should have emotion at its heart to get people involved.

#### **How to reflect Microsoft's brand image**

Be aware of the do's and don'ts. Immerse yourself in the new brand experience and bring it to life through your creative idea. See *further information pack*.

#### **Other things to consider**

How can AI (Artificial Intelligence) have impact in environmental, cultural or societal causes? How can the boring-sounding 'cognitive services' be the next game-changer? How can we use education in digital skills (coding, computer science) to inspire the next generation? How can 'mixed reality' help the elderly? See *further information pack for examples*.

Is there a brand partner to enhance your activation eg. experiential event hosts/ creators such as Kew Gardens? If so, explain why.

#### **The important stuff**

This brief isn't about what Microsoft products can do. It needs a BIG idea that makes people think again about a well-known brand. It must engage the open-minded, openhearted spirit of a new creative generation.

The way you solve the idea is up to you. Just be clear about the problem/opportunity, and who your audience is. However, this is not about creating a brand new physical product.

**What to submit and how:** 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), showing your solution.

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

**Interactive** work (brand websites, 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).