# D&AD New Blood Awards

**Rexona**

**Brief set by**
Rexona*

**In collaboration with**
Paul Edwards

# Create an inspiring idea to get the world dancing

**Related Disciplines**
Graphic Design
Digital Design
Experiential Design

**Deadline**
20 March 2019, 5pm GMT

## The back story

Rexona* is a global leading antiperspirant. They invented the category in the 1960s, and drive it forward with cutting edge innovation and new-age technologies.

Their mission is to get the world moving. They believe the more you move, the more you live. And the more you move, the more Rexona* works.

Dance is a powerful form of movement. Powerful enough to cross social and cultural barriers. When words aren't enough, dance can help you to express your true self. So now Rexona* want to develop the Rexona Dance Studio to harness this power. This will be the home of all of their dance activations, both in the digital and the physical world. They've already established a whole host of dance partnerships around the world with Now United and DanceOn, and the Rexona Dance Studio will be an extension of this: to encourage, celebrate and get more people dancing.

## What's the challenge?

Bring the idea of the Rexona Dance Studio to life in the digital and physical worlds by creating an environment that celebrates dance.

Your solution must make the studio inclusive, accessible and engaging, and encourage young people all around the globe to get moving.

How can you recreate the Rexona Dance Studio experience so anyone, anywhere can experience the thrill of dance, even if they can't attend a physical manifestation?

## Who are we talking to?

13 to 25 year old women and men. This is a wide ranging audience, so you can select a specific group within this age range to focus your response. You should make your chosen audience clear in your response.

Remember that dance has a broad appeal, and your response shouldn't just be for dance fanatics. This is for anyone, anywhere, who wants to get moving.

You should ensure your response also appeals to those who don't have a strong affiliation with dance and consider how to use dance fanatics to inspire those that aren't fanatics themselves.

## Things to think about

### How to be global
Dance is a universal language. Be aware of the different cultures, and languages, you're communicating with and how to bring them together. Your idea needs to feel and look global.

### How to be accessible
You should not build an app. Think about the appropriate use of technology for where your audience is. Your solution must be easily accessible to the masses, such as in-app experiences, age-relevant social media (Instagram, live streaming, Bebo, WeChat, Snapchat), web builds, in-gaming experiences, relevant media partners and influences, etc.

### How to have breadth as well as depth
Dance can be solo or in a group. How can your solution engage both individuals (think dancing in your bedroom) and communities (think new dance troupes)?

### How to bring people/communities together
Could you develop additional content to support your idea, such as a physical dance studio? Or maybe a viral phenomenon that gets people to develop a real life Dance Studio event?

### How to capture data
How could data play help inform your activation? How could your digital experience capture data that can then be actioned to help the audience and the brand?

## The important stuff

Your work must include:

- an explanation of your concept

- a main digital touch point, and an explanation of how this would work across different digital media

- an exploration of how your idea could translate into a physical experience

- an exploration of how data could play a role in your piece.

**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 (brands websites, apps, etc); **physical** supporting material; if your mainpiece is JPEGs, you can also submit **video** (max. 1 min total); if your main piece is video, you can also submit **JPEGs** (max. 4).

*also known as Sure, Degree and Shield.