

D&AD, Google & Will O'Rourke
present

Brief to Broadcast 2015

BRIEF: MAKE AN ISSUE INTO A BIG DEAL.

Spending a day working with some of the country's best creative practitioners is a big deal. It's not every day you get to attempt to turn a creative thought into something which will get the attention of a global creative audience.

To convince us you are going to get the most out of a day like this, we want you to choose an issue which you feel genuinely passionate about.

It might be an issue other people know about already, but which tends to get overlooked. Like cyberbullying or mental health.

Or it could be an issue that only you seem to care about, which should be getting a lot more attention. Like making the roads safer for cyclists.

It should be something that really affects people of your age. Or something that people of your age should be caring about more.

Then, we want you to create a 60 second video to make US realise why it is an issue more people should be concerned about.

We want you to demonstrate your ability to make us care, by using creativity, strategic thinking and flair. We need you to make it persuasive.

The more persuasive you can be about making your issue matter, the more likely it is we will pick you for the workshop.

So make it brilliant. Make it memorable. Make it provocative. Make it something that only you could have done. And make sure of your place.