

OVERVIEW:

Create a brand new product/service/proposition relevant to your company's business or an area of your business supporting the issue given below. Come up with a name for the product/service/proposition.

NOTE:

- It should NOT be an existing entity. For example, if you are Coca-cola, you can't take Coke Zero and put it in a repackaged can. However, if you create a new product "Lemon Aid" and put it in a redesigned can, this is fine!
- Existing products/services can be used only if they are reintroduced in a completely new way to benefit the cause.
- It should be for your existing market. (if you're Coca Cola, then thinking about whole country is ok. If you're a Shawarma place and sell only in Tbilisi, think locally).

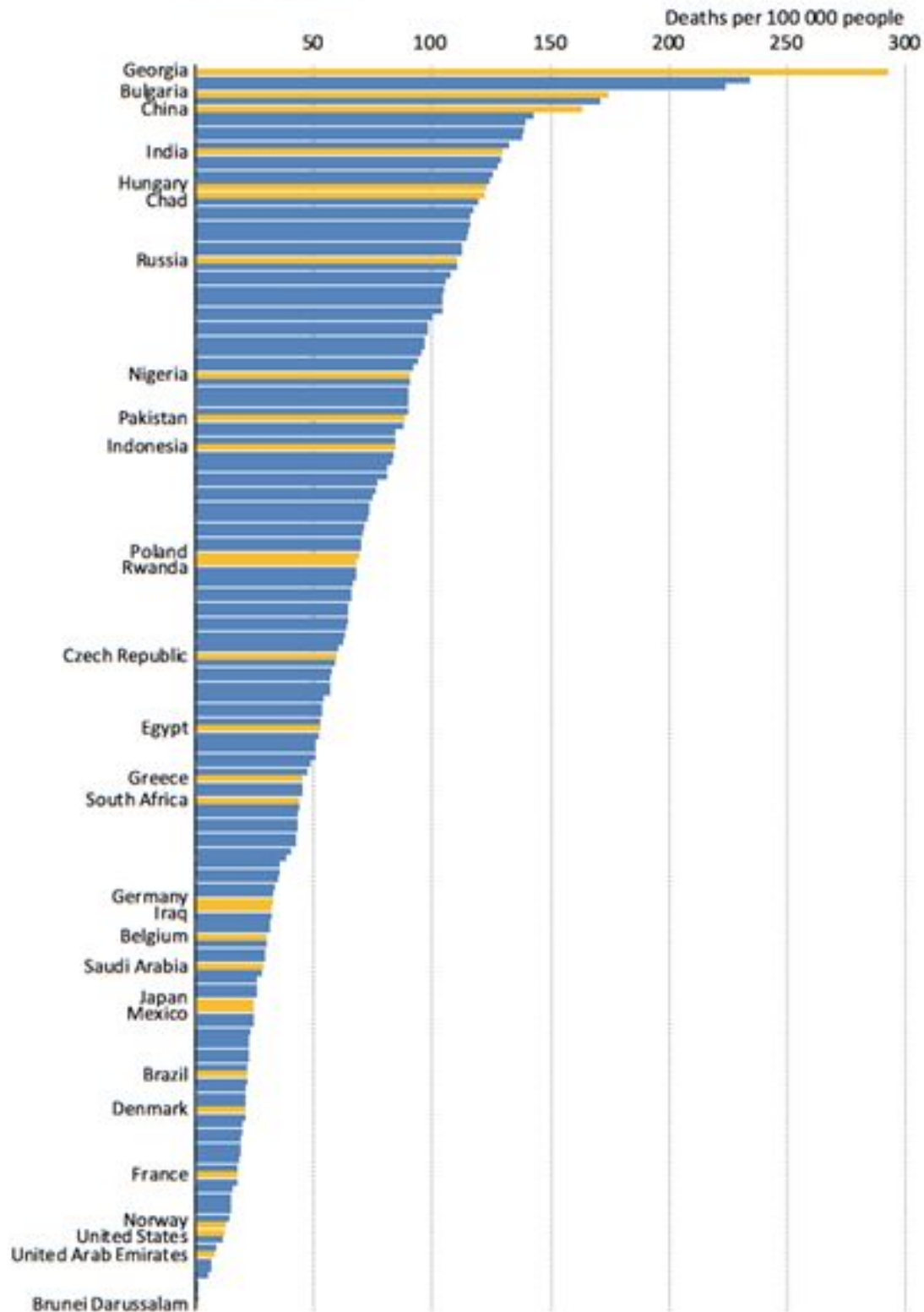
And, Create a brief for creative agency.

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THE ISSUE:

According to the World Health Organization (WHO) and International Energy Agency (IEA), Georgia is ranked No. 1 among the Deadliest Air Polluted Countries. WHO has published its latest findings on global ambient air pollution - covering over 3,000 cities in 103 countries. Every year, air pollution kills about 6.5 million people worldwide — linked to everything from lung cancer to heart disease and strokes including chronic and acute respiratory diseases and asthma. Here's a shocking chart showing the places where air pollution is the deadliest:

Figure 1.8 ▶ Mortality rate attributed to air pollution (household and outdoor) by country, 2012



Note: Only a selection of countries are highlighted.

Sources: WHO (2016b) and IEA analysis.

There are some reasons of how did Georgia appeared at the peak of the undesirable list:

Among essential causes of pollution can be named public transport that lacks of sufficient developing and as a consequence most of the people use private vehicles as the preferred mode of transport. The country has seen sharp rise in the numbers of old, dirty diesel vehicles on the road over the last decade. Moreover, some low quality fuels are available on the market that causes damage quickly to the converters of the vehicle exhausts. Unfortunately, the official regulations on emission control don't exist, and drivers are either unaware of the problem's nature or don't think they can have a meaningful impact (in some cases they even sell catalytic converters as scrap metal).

Furthermore, improper urban planning and unregulated constructions emitting dust and toxins; few playgrounds and fewer green space in the city; sulfur-dioxide emitted from the factories; uncontrolled waste and other damaging factors make the situation even worse.

Unfortunately, It's a sad truth that it's getting simply impossible to breathe in the capital of Georgia.

THE TASK:

Generally, the task is briefing an agency for launching this newly created product that will engage the audience into the handling Air Pollution problem.

First Step:

You need to come up with the new product/service/proposition that is relevant to your company's business or an area of your business or your brand.

Ensure that, your product/service/proposition is supposed to:

- Increase awareness of pollution problem & promote its importance;
- Involve people (your preferred audience) into the activity or activities against Air Pollution.

Second Step:

Create a brief for creative agency for launching your product/service/proposition. The brief should clearly demonstrate how you will align your new product/service/proposition with an air pollution problem.

FORMATTING (RECOMMENDED):

All teams must produce a maximum 2 pages written brief in Word document and additionally PowerPoint presentation of no more than 10 slides

Your brief to the agency should contain:

- Background information of your company
- Name of the project/product
- Project/product description
- Project Outcome
- Project/product target Audience
- Insight (consumer insight regarding to the cause)
- Campaign objective
- Key message
- Tone of voice
- Agency Deliverables (what exactly should agency provide: TV video, Print, Social media campaign, Logo, Packaging...)
- Budget (what is a realistic "all-in" budget that can be spent to achieve the objectives?)
- Timeline
- KPI

THE PRESENTATION

PowerPoint presentation of no more than 10 slides describing the brand new product/service and your written brief.

(These slides will form part of the Team's 5 minute presentation to the jury in the final stage).

JUDGING MECHANICS:

The jury are looking for:

- Strength of product concept
- Clarity of written brief
- Clarity of deliverables
- Specificity of aims or outcomes
- Strength of potential for solving the given problem.
- Strength of benefits to corporate brand & reputation
- Budget realism

(All criteria are equally important)

At the final stage:

- Strength of presentation
- Inspiration points (How well you inspire the 'agency' to do their best work)

