

DESIGN BRIEF

Create an identity for ACAG -
Association of Communication Agencies of Georgia

About ACAG

Association of Communication Agencies of Georgia was founded by 10 communication agencies in 2015 with a mission to support and boost Georgian Marketing and Advertising industry. ACAG is the first official organization in the history of Georgia uniting Creative Advertising service provider agencies.

Since the beginning, the Association has been bringing significant initiatives, such as: creating the memorandum that established agency security fees in order to defend against unscrupulous customers; Curating promotional and educational activities dedicated to rise an awareness of international standards among Georgian agencies; Organizing festivals and forums; Curating monthly Print contests; Defending the intellectual rights; Representing the voice of the industry on Government level and others various activities..

Nowadays, 27 agencies are members of the association: ABK, BetterFly, Elliot Webber, GEPR, 4MEDIA, JWT Metro, Leavingstone, Watergunz, Redberry, Saatchi & Saatchi Tbilisi, W-Forte, WINDFOR'S, Formula Creative, McCann Tbilisi, AdvertWise, Kollektiv, FCB Artgroup Tbilisi, Socialsharks, BRID, Ogilvy Georgia, Kraken, Hans & Gruber, Aliens, Mozaika, Clipart, VAVAVA, Inflow.

Useful information

One of the main functions of ACAG is to run rankings for Georgian agencies. ACAG keeps track record of successful winning cases of Georgian agencies at different international advertising festivals such as Cannes Lions, Eurobest, ADC*E, D&AD, Clio.... (Each and very award at these festivals brings a certain amount of points to the agency. For example if you win this contest your agency will be granted with 2 ranking points). Each year at Ad Black Sea festival ACAG announces winners according to accumulated points and awards them with the special trophy and the title of Georgian creative advertising agency of the year and Georgian design studio of the year.

Here you can see the existing trophies: http://bit.ly/ACAG_Award



The Task

Create a brand identity (Symbol, Logo) for the Association of Communication Agencies of Georgia that will be easily recognizable and will fully reflect the essence of the organization.

Create a visual style of the brand and show three examples of how the combination of the logo and the style works (on real life examples). Provide at least three examples. One of the examples should be the idea for the new ACAG Trophy.

Useful Information

The brand identity has to resonate with the main idea - ACAG celebrates creativity, professionalism and unity among different kinds of agencies operating in Georgia.

It must be able to be adjusted to different media such as: Digital (Website, Social Media), Print-publishing materials, associating promo items...

If you decide to integrate the name (ACAG or Association of Communication Agencies of Georgia) make sure to use only English letters.

Be Relevant, be memorable, be simple, be credible, be non-political.

Key words for Inspiration

- Communication, Creativity, Advertising
- Connecting, Bonding,
- Unity, Gravity
- Georgia
- Celebration, Festivity

Target audience

Primary - Georgian and international senior professionals from Marketing, Advertising industries and government officials.

Secondary - Young talent inspired with creativity and communications design.

