

BRIEF

Client The Food Foundation

Product Peas Please

Date 07.08.17

The brief

Design a poster for a UK-wide advertising campaign that encourages children to eat more **veg**.

Background/brand overview

The brief has been provided by The Food Foundation, who are working in conjunction with the Drum.

The Food Foundation is an independent think tank that wants to tackle the growing challenges facing the UK's food system by representing the interests of the UK public. They create food policies that support and guide the UK public to make choices that improve their health and well-being.

They are independent of all political parties and business, and are not limited by a single issue or special interest. We work with others who believe there is a problem with the system and want to change it.

Target audience

The target audience are UK children between the ages of 5 and 11.

In the UK one in 10 children are starting primary school obese and if we set healthy food preferences at a young age we can help influence the 95.5% of children 11-16 years that are not eating enough veg. Diets that are low in veg are associated with more than 20,000 premature deaths in the UK.

Tone of voice

The tone of voice should be light, upbeat and humorous if possible.

The creative challenge

Dietary habits are formed in the first few years of a child's life so ideally kids need to be exposed to veg from an early age; yet only 1.2% of food and drink advertising goes on veg.

There is not a shortage of junk food advertising whether it be on TV or on billboards. When healthy food is mentioned in Kid's TV it's often demonised or joked about. It's time we made veg cool and put a positive spin on veg advertising. ***Please note this is specifically about vegetables, not fruit!***

Your mission

Your objective is to deploy the sorts of techniques used by big fast food companies to make children want to eat more veg. We'd like to start with an offline activation, that could be used on transport systems and in retailers.

The must dos

- Your proposed design could be used anywhere in the UK, so please avoid any flags/ensignia which might not work in a local context
- Please include the *Peas Please* logo
- Don't forget to attach the entry form to the email with your jpeg

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Judging criteria

The entries will be whittled down to a shortlist of 3 by Sir John Hegarty on before being judged by a panel including John himself, Michael Moszynski of London Advertising and a couple of experts (kids) on at the Vegetable Summit, The Chamber, City Hall, London.

Entries will be judged for:

- Authenticity: Does your proposal feel genuine, real, authentic?
- Creativity: Is your idea persuasive? How well do you tackle the challenge and make children want to eat veg?
- Practical potential: Will your design work in real life settings?

Deliverables and additional information

You can take part as an individual or as part of a team.

The poster must be suitable for UK wide use. It should be supplied digitally either as a High Resolution jpeg or PDF. Size should be A4 (but the winner should be prepared to adapt the poster for different sizes/shapes depending on outlets).

Any text should be in English, but bear in mind might be translated to Welsh as part of future campaigns.

The winner will feature in The Drum, other media and have their poster displayed on various advertising spots around the country. The winning ad will also be used by a major UK retailer.

Please send entries, along with the completed form below, to: alex.ward@foodfoundation.org.uk

Key dates

Submission deadline: 11.59 Thursday 12th October

Shortlisting: Monday 16 October

Winner announced: Tuesday 24 October

For background information

Please see the <http://www.foodfoundation.org.uk>

Terms and conditions

Please note this competition is open to applicants based in the UK only. The Food Foundation is a community interest company with limited resources, but we are happy to pay for domestic travel for you to attend the summit on 24 October. Shortlisted candidates will be notified.

By submitting an entry, you confirm that the entry is your own original work and assign to the Food Foundation absolutely and free of charge all copyright and other intellectual property rights in the entry and will, upon request, execute such further documents as the Food Foundation may require to confirm such assignment.

BRIEF



FULL NAME:

PHONE NUMBER:

EMAIL ADDRESS:

[OPTIONAL]
BRIEF
EXPLANATION
OF CONCEPT:

ANYTHING
IN YOUR ENTRY
UNDER
COPYRIGHT?

PLEASE INDICATE
IF YOU CAN
ATTEND
THE SUMMIT ON
24 OCTOBER
IN LONDON