



coreTM



TheMix
DUBLIN

TBWADublin

UP STARTS

Design Brief

Back to the Future

Background

Imagine trying to explain to someone from 1974 that, in the not-so-distant future, connecting with people across the globe in an instant and watching events unfold in real-time from anywhere would be part of everyday life. The technological leaps we've made in the last 50 years have brought the concept of a global village to life, making it possible for an event in one part of the world to become a point of interest worldwide.

Context

2023 was a year of remarkable developments and challenges. There was a global sigh of relief as the WHO announced the end of the COVID-19 pandemic. India proudly claimed the title of the most populous country, and spy balloons added a touch of intrigue to our skies. Artificial intelligence became the talk of the town, weaving its influence into every aspect of our lives. Barbenheimer and the FIFA Women's Soccer World Cup captivated people globally, but stealing the show was Taylor Swift's Eras Tour, earning her the title of Time Magazine's Person of the Year.

However, the year also witnessed its share of difficulties. The tensions between Russia and Ukraine flared, Israel engaged in a conflict with HAMAS in Palestinian Gaza, wildfires wreaked havoc in Greece amid scorching summer temperatures, and the OceanGate's Titan submarine incident brought tragedy.

On a positive note, the year was also marked by significant advancements. The introduction of a new malaria vaccine, a groundbreaking breast cancer treatment in the UK, and concerted efforts to combat climate change showcased the potential for positive change.

Task

Choose a significant event from 2023/2024 and design a piece of communication to be included in a time capsule intended for the year 1974. The project should not only convey the event's significance but also provide a snapshot of what the future holds, making it comprehensible and relatable to those living before the digital and internet revolution. The project should consider strategies for overcoming technological and cultural gaps, using language and visuals that resonate with a 1974 audience, thereby offering them a glimpse into the future.

Deliverables

This brief is about letting you show off within a loose creative framework. Your application will be judged both on your idea and on the quality of your execution. You should approach this brief using whatever media you feel best showcases your talents.

Choose one deliverable from the list below to communicate your chosen event:

- Double-sided A2 poster
- 8-page booklet
- 30-60-second moving image piece
- Identity & Branding
- Another piece of communication that you feel is relevant to your selected project

Thanks

We extend our heartfelt thanks to our partners for their invaluable support in fostering creative talent and helping retain it within the Irish creative industries. Their commitment also enables us to introduce more diversity into the industry, which is proven to enhance creative outputs and benefit the sector as a whole. Together, through the programme, we are building a more vibrant, inclusive, and sustainable future where Irish creativity flourishes.

Lead Partner**core**[™]

Core is Ireland's largest and most effective marketing communications company, with a team of over 360 people collaborating across nine Practices - Creative, Data, Investment, Learning, Media, Research, Sponsorship, Performance and Strategy. Such a wide range of experience fuels expansive thinking. From a creative perspective, it means our teams approach briefs and business problems supported by this diverse skill set. Together, we make a difference.

At Core, we believe in the power of diversity in every aspect of our business. We know diverse workplaces drive innovation and deliver better business results; we also know that diverse perspectives enrich our creativity. Therefore, we work harder to proactively seek, include and foster them. We believe we have a duty to promote diversity in our industry and, in particular, to make a much needed and lasting change in the creative industry.

Programme Partners

BBH is a full-service creative agency founded in 1982. Our logo, the black sheep, represents the power of difference – because when the world zigs, we zag. In 2022, we brought this philosophy to Ireland and opened the doors of BBH Dublin.

TheMix
DUBLIN

The Mix Dublin, is a Hybrid In-House Creative Agency - which means: It's part creative agency, part production company and part design studio. As an integral part of the Irish Distillers Pernod Ricard's 'International Marketing Team', The Mix Dublin works closely with brand teams, external agencies and production partners on global projects.

TBWA\Dublin

TBWA\ DUBLIN, is over 100 ambitious people who believe in creating a total brand world for their equally ambitious clients. Backed by a network of over 11,100 people, we use Disruption® to connect a brand's total ecosystem. All with the ambition to go beyond just saying things, to doing and making amazing things, every day. Because we believe our best work is always ahead of us.

Charity Partner**DesignOpp**

DesignOpp is a not-for-profit initiative championing diversity in Irish design, so People of Colour can fulfill their creative potential. Our goal is to provide more opportunities, diversify education and create a welcoming community for Creatives of Colour.