



D&AD NEW BLOOD AWARDS 2014



National
Trust

Brief set by:
NATIONAL TRUST

In collaboration with:
18 FEET & RISING

**RECONNECT OUR
RELATIONSHIP WITH NATURE
AND BEAUTY**

**ADVERTISING /
INTEGRATED CAMPAIGNS /
DIGITAL COMMUNICATIONS /
EXPERIENTIAL**



**@DandADNewBlood
#NewBloodAwards**

Deadline:
19 MARCH 2014

BACKGROUND

The National Trust wants to reintroduce itself as the powerful connector between people and places. With a social trend developing where we spend less time outdoors and more time indoors, we are becoming disconnected from nature and places outside our immediate surroundings. National Trust want to be the driving force behind rebuilding this connection, but this needs to be done in a way that speaks to a modern audience.

“The need of quiet, the need of air, the need of exercise... the sight of sky and of things growing seem human needs common to all.” Octavia Hill, co-founder of National Trust.

Today, over 100 years after Octavia Hill spoke these words, the Trust still sees it as their driving spirit – neatly expressing their belief in the importance of nature and heritage in our lives.

Visitor numbers are higher than they have ever been, but there is a lingering impression that the majority of members are elderly and a National Trust day out equals cream teas on the lawn.

CREATIVE CHALLENGE

Reposition the National Trust away from its current perceived image; make it relevant to the modern visitor. Put the Trust firmly at the center of a drive to re-establish the importance of place in our lives.

Create an integrated campaign that makes their brand stand for a positive impact on people's relationship with nature and beauty, forever.

CONSIDERATIONS

- Consider the reasons why people don't make time to visit areas of natural or historic beauty.
- How do you change perceptions of the Trust as being old fashioned, and instead show the passion they have for nature and beauty? Consider the benefits those things bring to people's lives.
- Think about this campaign in the widest sense. Use whatever relevant tools you have to reach out to your audience.

TARGET AUDIENCE

25-40 year olds nationwide in the UK.

MANDATORIES

An integrated campaign that considers all communication channels relevant to the idea, i.e. print, digital, experiential.

DELIVERABLES

Judges will see your main deliverable(s) first, and will then view any supporting material if they wish.

You must refer to the 'Preparing Your Entries' document included in your brief pack for full format specs and submission guidance. Work in formats other than those outlined will not be accepted.

Main deliverables (mandatory)

Present your solution using either a **video** (MPEG or MOV, max. 2 mins) or up to eight **images** (JPEG only).

Supporting material (optional)

This could include executions or mock-ups of your solution, or show your process and the development of your idea.

You can submit the following as supporting material: **interactive** work (websites, widgets, apps, HTML, etc.); **physical** material (prototypes, mockups, etc.); additional **text** (PDF, max. 1 A4 page). If your main deliverable is video, you can also submit up to four **images** (JPEG only). If your main deliverable is images, you can also submit **video** (MPEG or MOV, max. 1 min).