



O₂

Bring to life the idea that 'we're better, connected'

YCN Awards 0809

O2 Brief

Submissions Deadline

27 March 2009

Submit To

YCN, 72 Rivington Street,
London, EC2A 3AY,
United Kingdom

Please ensure you have completed, and signed, an Entry Form and affixed an Item Label to each part of your submission. These are available to download at yconline.com

Background

We believe a more connected world is a better world. From the birds and the bees, to smashing the Berlin wall, all human beings share the instinct to connect.

That's why everything we do is there to make connecting simpler. With the people you like. Or the things you love. From music, movies and games, to football, rugby and facebook. If we can, we'll put you there in person. Like at our Wireless festival in Hyde Park. Or with priority tickets to The O2.

We all like joining up. Doing things by yourself is ok, for a while. But we're better, connected.

Creative Requirements

There are no limits. We're open to anything that brings the idea to life. If you want to script a short film, fine. If you think you can bring the thought to life on a poster, go for it. Or if you want to invent a new product that no-one's thought of yet, be our guest. The only limitation is that we'd like to share the best ideas around O2, and maybe make some of them a reality. So whatever your idea is, it would be nice if we could showcase it.

Other Things We Should Let You Know

We believe in keeping things fresh, positive, and simple. As a brand, we aim to be warm and optimistic. Like a breath of fresh air. That's the feeling we'd like to get coming through in your work.

Any 'Brand Guidelines' To Bear In Mind?

Not really. If our brand was a colour, it'd be blue. But the blue of a beautiful sky on a summer's day. If you want a visual metaphor for O2, you could use oxygen bubbles, but there'd be others.

When it comes to words, keep it natural. Fresh, positive, simple.

And if you're looking for a phrase that holds it all together or sums it up neatly, use 'we're better, connected'.

Deliverables

Please adhere to the deliverables guidelines in the Awards section at yconline.com. Full details on the judging process and associated timings can also be found online.