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RIGGG
DESIGN
PRIZE
2022

THE BRIEF

RIGG DESIGN PRIZE 2022 – CREATIVE POTENTIAL

The Rigg Design Prize 2022 features outstanding Australian practitioners working in the field of Advertising and Creative Communications. Like design, advertising now permeates every facet of our lives – from the built environment to the digital devices we carry. Seeking to influence and change the behaviour of people and society, the creative discipline of advertising draws on the power of emotion and storytelling through to the strategic design of audio-visual campaigns. Creativity allows us to express, question, and test ideas. It is a powerful force that drives people to challenge convention, imagine new ways of living and being in the world, and experiment with unexpected and innovative ways to realise these imaginings. Art and design are both powered by creativity. Artists have always played a role in challenging conventions, illuminating, and reflecting upon diverse subjects including our lives, values, power structures, and potentials as individuals and communities. Designers imagine and create alternative worlds with inventions, products, services to improve quality of life, deliver new solutions and encourage behavioural change.

THE PROBLEM

Over the past decade the value of sport, science, technology, engineering, and math have been strongly promoted to Australians as critical ingredients for a healthy, smart, and prosperous society. On the other hand, creativity, art and design have not received the same attention, often treated as a 'nice to have' but less essential to the future success of Australia. As we enter what is being called 'the Creative Age' it is increasingly clear that more than ever before, the world needs creative thinkers and practitioners to respond to increasingly complex and challenging situations. While growing aspects of government and industry embrace 'design thinking' and 'creativity' in policy, business, and technology sectors, a disconnect still exists between the way broader society consumes creativity and how it is valued or perceived. This attitude shapes the ways that creativity and creative practitioners can contribute to society. As a result, it shapes society itself. Recognising the need for attitudinal change, and a sense of our civic responsibility as a creative institution, we are keen for Australians to seriously consider how we should foster 'creative potential'.

CAMPAIGN BRIEF

- Convince Australians that creativity is something to be valued and embraced as a powerful force capable of influencing and shaping a better future;
- Highlight, clarify and amplify the extent to which creativity has the potential to shape who we are and the country we live in;
- Articulate the potential of creativity to accelerate positive social, cultural, economic or environmental change;
- Be provocative yet accessible and optimistic – offer a call to action showing that creativity makes a difference.
- 'Creativity' is a broad term, and the 'Australian public' is a broad and diverse audience: Determine your own context and parameters for what is meant by 'creativity';
- Determine your own target audience based on what you believe will be most impactful;
- Use expertise, research and judgement to assess the issue and to establish parameters for achieving a meaningful shift in the way Australian society values creativity.

JUDGING CRITERIA

The *Rigg Design prize* entries are judged using the following criteria:

Strategy:

- Clarity of methodology and approach;
- Originality of the creative response/idea;
- Capacity for impact.

Creative:

- Translation of the campaign message and strategy;
- Originality and quality of visual communication and output;
- Potential for the campaign message to successfully engage.

CREATIVE CONCEPT PROPOSAL

Your Creative Concept Proposal should include the following information:

- A short descriptive text outlining your campaign idea and strategy (max 500 words)
- A short overview of your methodology and approach (max 250 words)
- Support material, as necessary, to communicate your campaign idea and strategy, including text, visuals or moving image.

OUTPUTS* – SPECIFICATIONS

Entrants are required to produce the following outputs as part of their campaign submission:

Series 1: Digital

Social Media (non platform specific content)

Static image post (1080x1350px)

Moving image post (15 seconds_1080 x 1920px)

Series 2: Print

Billboard (Non illuminated outdoor):

Large format landscape (8,300 x 2,200mm [w]) qty: 1

Large format portrait (5,395mm x 3,598 [w]) qty: 1

Series 3: Print

Street Poster (Non illuminated outdoor):

8-sheet landscape (2,000 x 2,800mm [w]) qty: 1

Series 4: Print

Street Furniture: Bus shelter campaign (illuminated outdoor)

Standard portrait (1,900 x 1,209 mm [w]) qty: 1

Series 5: Digital

Screen (illuminated outdoor): non site specific content

Flexible moving image (format: 16:9)

Series 6: Activation

Campaign Activation**

Optional

GLOSSARY

* Outputs: Outputs are the products or deliverables at each stage of the design process.

** Activation: A campaign activation is a strategy to generate awareness and engagement in the target audience with the aim of translating this interest into action. An example of an activation might be an event that calls attention to the campaign.

*** Campaign assets: Assets are pieces of content that can be used in various types of marketing campaigns. They might include posters, billboards, videos and images.

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CAMPAIGN ASSETS

EACH CAMPAIGN SHOULD COMPRISE OF
THE FOLLOWING SUBMISSION ELEMENTS

