



## COMPETITION Cannes Lions Romania:

Celebrating 10 years of Romanian creativity on the world stage

- CATEGORY:** DESIGN / PRODUCT DESIGN  
initiated Cannes Lions Romania, supported by Antalis, recommended by BDC
- PRIZES:** Scholarships at the Creative MBA The Alternative School for Creative Thinking ([www.thealternativeschool.com](http://www.thealternativeschool.com)), valued at 2500E, with the chance of qualifying to an unique study and networking experience for a week, at Cannes Lions 2015 – [www.canneslions.com](http://www.canneslions.com).
- DEADLINE:** 24th of February
- CLIENT:** Cannes Lions Romania / The Alternative School
- PARTICIPANTS:** Individually or within teams of 2 / age limit: 28 y/o

### Context

In 2015 we are celebrating 10 years of Cannes Lions Romania ambassadorship and 10 years since the launch of the Creative MBA, The Alternative School. We mark this moment together with the Romanian and international creative industry, through a set of gift objects that intelligently celebrate both Romanian design, but also the remarkable performances of the first 10 years of Romanian lobby at Cannes.

Throughout the 10 years of local representation, Cannes Lions Romania has mobilised the creative energy of the industry, motivated and encouraged it to shine on the world stage, both in competitions and juries, at senior and junior level. The first Romanian submissions to the festival, the first hundred delegates, the youngest delegates of the planet, the first Romanian jurors, two consecutive Gold medals in 2013 (Design) and 2014(Cyber) won by the Romanian Young Lions teams educated at The Alternative School – those are just a few of the results of a consequent lobby and coaching strategy applied on the industry scale.

### Content

The content of the limited series set of gift objects (in partnership with Antalis Romania)

- \* a set of oracle-books with relevant topics for the industry
- \* an unisex scarf

### Values

international performance made in romania, cosmopolitan, fresh thinking, life changing program

### Tone of voice

allusive, funny, with insights and relevant messages for the industry, “Romanians have humour / are smart”





## Deliverables

1. Logo – “10 years: Cannes Lions Romania”
2. pattern inspired from Romanian ethnic motifs, modernly reinterpreted, to be applied on the scarf (exemplified on A4)
3. 12 oracle books + the package to be stored and delivered in (format of your choice)
4. 100 - 200 words to explain your vision on the veratility of the project, printing & cutting techniques, type of paper / cardboard to be used

\*deliver the graphic materials in .pdf editable format and .jpg @300dpi to WIN@CANNESLIONS.RO

## Audience

the communication industry players, agency people, clients, designers.

## Additional Info

How may the oracle books look / be used as?

- Communication and dialogue pretext between colleagues
- tool / inspiration for brainstorming
- possible comment to agency life situations
- each of the 12 books is a pretext to send a message, when it can't be delivered bluntly (they serve as a reply / allusion to workmates / clients)
- they may feature legendary industry figures, transmit motivational / inspirational messages / headlines

## Mandatory

- \* use the logo & the reinterpretat etno-pattern on each of the oracle books.
- \* the etno pattern should be inspired by traditional Romanian clothing and reinterpreted in a contemporary spirit.
- \* communication language: English.
- \* supporting material for the oracle books: paper / cardboard - [www.antalis.ro](http://www.antalis.ro)
- \* the design and variation of the oracle books: remarkable. The packaging and delivery methods / usage should indirectly send a message about 10 years of Cannes Lions Romania / The Alternative School for Creative Thinking.
- \* when interacting with the oracle books, people change their spirit: they smile / laugh, suddenly feel better or understood or revenged. They do not remain indifferent.
- \* the receiving and unboxing experience are memorable, with exquisite features.
- \* the oracle books are funny, intriguing, provocative; the content is shareable on FB.
- \* potential examples for the style and utility of oracle books:  
[http://shop.thecoachingame.com/pro/?utm\\_source=facebook&utm\\_medium=facebook&utm\\_term=facebook&utm\\_content=facebook&utm\\_campaign=facebook](http://shop.thecoachingame.com/pro/?utm_source=facebook&utm_medium=facebook&utm_term=facebook&utm_content=facebook&utm_campaign=facebook)  
<https://www.facebook.com/media/set/?set=a.1499759933577762.1073741833.1495729127314176&type=1>  
[https://www.facebook.com/flip.sters.7/media\\_set?set=a.1409203119356429.1073741829.100008002630955&type=1](https://www.facebook.com/flip.sters.7/media_set?set=a.1409203119356429.1073741829.100008002630955&type=1)  
[https://www.facebook.com/profile.php?id=100008014209294&sk=photos&collection\\_token=100008014209294%3A2305272732%3A69&set=a.1408616306082163.1073741829.100008014209294&type=1](https://www.facebook.com/profile.php?id=100008014209294&sk=photos&collection_token=100008014209294%3A2305272732%3A69&set=a.1408616306082163.1073741829.100008014209294&type=1)

**\* Winners will be announced at THE BEST OF DESIGN event,  
which takes place on the 26th of February.**

