



New image for AIGAM

Deadline: 30.10.2008 23:59 GMT

Brand: AIGAM

Sector: Social & Charities Institutions

Country: Italy

Category: Branding : Brand Logo, Re-Styling

Published: 14.08.08 11:35 GMT

Budget: \$2 000

Status: Closed

Language of Solutions: English, Italian

1 Step Brand Builder

[who is writing a BootB Brief for BootB Creators ?]

Edwin E. Gordon is a musician, author, professor, and researcher on music learning and music aptitude who has created a completely innovative approach to music education. AIGAM is a non-profit association born in 2000 in order to develop the Gordon Music Learning Theory in Italy (the only authorized institution to teach, according to Gordon Music Learning Theory).

In its 8 years of life, AIGAM has been able to become pretty well-known in its field, collaborating with the main musical institutions in Italy, such as the Santa Cecilia National Academy in Rome, the La Scala Theatre Academy in Milan and many Italian Universities and Conservatories.

AIGAM activity started with music courses for 0 -3 y.o. children (called Musicainfasce®), for 3-5 y.o children (called Sviluppo della musicalità®) and for 6+ y.o. children (called Alfabeto della musica®). Nowadays AIGAM also organizes a complete educational and training pathway for music teachers, organizes special concerts for pregnant women and 0-6 y.o. children, as well as conferences and scientific congresses.

AIGAM communicates through its website, publications and promotional materials.

2 Step Project Objective / Description

[what is the Brand Builder looking for ?]

!!! Update as of August 26, 2008 !!!

We have noticed one tendency in the submitted Solutions - most of the Creators publish only the logo without showing how they see it in the AIGAM materials.

Please note that the objective of the Pitch is to develop the new image, including new logo, and visualize it through concrete materials like blanks, booklets, business cards, website Home Page.

!!! The end of update !!!

We want the Creators to develop the new image of AIGAM.

The new image must be outstanding and consistent in all physical (e.g. promotional materials) and zero-gravity (e.g. website) pieces of communication.

Deliverables:

- ∞ Brand logo
- ∞ Brand elements, including colors, shapes, design elements, font, etc.

3 Step Target Audience

[who should you influence ?]

- ∞ Expecting parents
- ∞ Parents
- ∞ Music teachers
- ∞ Musicians wishing to become teachers
- ∞ Stakeholders such as partners, sponsors of AIGAM events, journalists, institutional entities

4 Step Proposition

[what does the Brand wants the target audience to get / understand / do ?]

Parents and expecting parents:

To understand the importance of music in their children's life, starting from the beginning and to perceive the AIGAM offer as a great opportunity to grow as a musical person. To look for information and subscribe to an AIGAM children's music course.

Music teachers:

To understand that the AIGAM educational and training pathway is serious, officially recognized, and that it can change their professional and musical life.

Musicians wishing to become teachers: To understand that teaching music trough Music Learning Theory means to fully apply their personal music skills and talent in their daily teaching work. They will remain musicians and expand their musicianship. To look for information and subscribe an AIGAM course for music teachers.

Stakeholders: To understand the perspective AIGAM of and to have the will to cooperate with it.

5 Step Support

[why should the target audience believe in the proposition ?]

- ∞ AIGAM history, collaborations with the most serious institutions in its field, being the first offering courses for very young children in Italy and the only institution recognized by Gordon.
- ∞ AIGAM methodology, which is innovative and coherent with the results of the main pedagogical and neuro-scientific theories/researches about the child development and learning processes.

Please note that we do not want to emphasize in any way extra-musical aspects such as "Music makes you more intelligent or social or mathematic..." and we do not want to advertise the idea that "your child will become a musical genius".

6 Step Character

[what are the features that define the personality of the Brand ?]

Regarding AIGAM: deeply passionate about music, caring for children, reliable, professional, "not mass-market".

Regarding AIGAM teachers: a group of people growing together, innovative, aiming at never-ending development of educational techniques for children.

7 Step Media Plan / Placement

[where will your work appear?]

Website (graphic design of the homepage), business cards, company paper, leaflets and other promotional materials.

8 Step Additional Executional Elements

[any other information the Brand wants to share with you]

Even though the mission of the Association is linked to children, the image should not contain photos of real children or decorative children's stuff.

The Creator of the winning solution should be available to provide all necessary high-resolution files in order to print materials.

Attachments:

- ∞ Current logo

For more information please refer to our website (www.AIGAM.org)