



# Design the mobile phone of 2020!

Deadline: 24.05.2009 23:59 GMT

Brand: Anonymous

Sector:

Country:

Category: Design : Industrial design

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Budget: \$15 000

Status: Closed

Language of Solutions: English, French, Italian, Russian

## 1 Step Brand Builder

[ who has written the BootB Brief for BootB Creators ? ]

Multinational company powered by the passion to invent and to chase communication solutions, allowing people and businesses to be always on and always mobile.

## 2 Step Project Objective / Description

[ what is the Brand Builder looking for ? ]

Design the mobile phone of the future, considering that today the mobile is already the hub of people's lives, keeping them connected to the Internet, their friends, photos, documents, games (and most likely tomorrow it will be even more than this).

## 3 Step Target Audience

[ who should you influence ? ]

Those who would like to be online 24 hours a day but unfortunately sometimes need to rest  
Those who are always open to revolutions, doesn't matter the brand behind them  
Those who think that technology is important and beauty is fundamental  
Those who are enough selfish to own what they love and can afford to spending ≈500 USD

## 4 Step Proposition

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

This is the only mobile phone worth to be yours

## 5 Step Support

[ why should the target audience believe in the Brand's proposition ? ]

Because it's a revolution designed by the world

## 6 Step Character

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

Delicious, hero in my pocket/bag when resting, dancing with me when partying

## 7 Step Media Plan / Placement

[ where will your work appear? ]

For worldwide production and distribution

## 8 Step Additional Executional Elements

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

Mandatory elements

- ∞ Design only exterior
- ∞ Style: NO restrictions (stick, slider, flip, etc.) but NO touchscreen
- ∞ Forget about technology, just imagine that everything is possible

!!! Update as of May 21st, 2009 !!!

Please consider that by writing "no touchscreen" we meant that the handset should not be operated with touchscreen only.

!!! End of update !!!