



# Senza Dolore (Without Pain)

Deadline: 02.05.2009 23:59 GMT

Brand: Always go fast  
Sector: Marketing & Advertising  
Country: San Marino

Category: Design : Logo; Specific Creation : Concept Development  
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Budget: \$800  
Status: Closed  
Language of Solutions: English, French, Italian, Spanish

## 1 Step Brand Builder

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

ALWAYS GO FAST is responsible for carrying out the "**Senza Dolore**" ("Without Pain") project, promoted by some associations of volunteers active in health and sociologic sectors. Promoters are the following non-profit organizations: **Ass. Amici della Fondazione ISAL** (Scientific Institute for research, training and cure of pain), **Ass. Tutela Diabete Giovanile e Adulto** (protection of youth and adult diabetes), **Ass. Lega Italiana Lotta Tumori** (fight against cancer), **l'Ass. Crisalide** (women operated of breast cancer). Coordination will be done by **Volontarimini**, Service Center for volunteer aid, in the framework of the project "**Ospedale Senza Dolore**" (Hospital Without Pain) of the Rimini's USL (public health company of Rimini).

## 2 Step Project Objective / Description

[ what is the Brand Builder looking for ? ]

A impactful image made of a logo + a visual, with its slogan which will fit with both print and web usage. The winning Solution will be used to produce banners, posters and materials for patients.

## 3 Step Target Audience

[ who should you influence ? ]

The target varies from the overall population to patients, to professionals working in the health sector, to companies and organizations available to support and invest in resources for research and to execute concrete Initiatives of the project "Ospedale Senza Dolore" ("Hospitals Without Pain").

## 4 Step Proposition

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

Promote the **culture of pain relief**, facing the theme of unnecessary suffering though campaigns and public initiatives aimed at fund raising to sustain research and scientific studies toward more effective treatments.

## 5 Step Support

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

Because the theme of pain relief is one of the most frequent reasons to consult the medical doctor. 60% of patients feel pain, from low to severe in hospitals. In some cases pain is a useful symptom, but often it is an unnecessary one, disabling and having no useful meaning. Sometimes pain is described as a disease, especially when it becomes persistent. Persistent pain affects 20% of population, including youth, and, if not cured, this state of suffering leads to a continuous deterioration in the quality of life, isolates and undermines social relations, reducing the desire of living. Some examples of persistent pain are the cancer one (present in 70% of cancer cases), vertebral trauma, injury to nerves (ex. after a dental extraction that has damaged a nerve), herpes zoster (known as the Fire of St. Anthony), etc. Some examples of severe pain: post-operation pain, the pain from childbirth and pain from invasive procedures. The genetic diversity, showing that women have a greater perception of pain, is a proven fact. There remains a widespread idea that pain is an inevitable

corollary of disease or something to endure as atonement; and it is often underestimated by doctors. Today medicine has already knowledge and systems of cure it.

## 6 Step Character

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

Scientific, innovative, humanitarian, concrete, at service to human beings.

## 7 Step Media Plan / Placement

[ where will your work appear? ]

The chosen Logo and slogan will be used for outdoor campaigns and all promotional materials to promote the National Day of Relief and for other Initiatives in health environment. In our hospitals there is an active Committee "Ospedale senza dolore" ("Hospitals without pain") which works to avoid unnecessary pain, following regional and national programs. Every year the National Day of Relief will be celebrated with programs inside hospitals on the last Sunday of May.

## 8 Step Additional Executional Elements

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

We believe that it is important to launch this challenge to the youth, often unprepared to a vision of life where pain is a part of it. To give them the opportunity to think about this subject which is apparently far from them but in reality so near under the light of new social dynamics that affect the younger generations (trauma, traffic accidents, risky behavior, etc.) Moreover, this social campaign has an important national perspective because the initiative will be enlarged to several other cities in Italy which are linked in the Service for Pain Therapy of Rimini, and it could use the same logo and slogan that will win in this Pitch.

This year we would like to make the last Sunday of May coinciding with the end of this Pitch and the reward of the winner. So, before that date we will be promoting the initiative through exhibitions of the good creative Solutions inside exhibition spaces in the city.

In order to make our choice of the best Solution, we will ask the public to vote (without disclosing your name, as usual during each BootB Pitch). So, we kindly ask you to give your permission to show your Creativity to public by signing 'The License Agreement to disclose Solutions for voting' attached to the Brief.

### Instructions

Please:

1. Print the "The License Agreement" document;
2. Fill in the DATE, your NAME and ADDRESS;
3. Sign at the end of the document
4. Attach the scanned version of it to your Creative Solution as a separate file.

!!! We apologize for not being able to consider in the Pitch the Creative Solutions that will arrive without The License Agreement signed.

Thank you in advance for understanding !!!