



AMULET of manifeste Brand

Deadline: 10.09.2009 23:59 GMT

Brand: manifeste

Sector: Luxury

Country: France

Category: Specific Creation

Published: 10.06.09 08:05 GMT

Budget: \$1 000

Status: Closed

Language of Solutions: English, French

1 Step Brand Builder

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

manifeste creates sensitive, timeless, innovative, iconic products for today & our future lives. The brand launches a new edition every year, which progressively draws up its avant-garde luxury environment.

2 Step Project Objective / Description

[what is the Brand Builder looking for ?]

I am looking for an individual, intimate item-solution which people will always want to have with them because it's a personal thing: a kind of amulet or rescue kit in troubles.

Besides, this personal item has to have another function, which is to link people together: with this item, you have a reason to talk to a chosen person you don't even know in transport, or in a concert, wherever, because this item enables you to naturally share a moment, a feeling, a message or something physical (eatable, breathable...) with this person.

The objective is to create a new individual icon that will both protect us and stimulate our ability to be more open towards others.

!!! Update as of July 29 !!!

1. Understand manifeste brand personality by looking at existing products (on website) + additional brand information (issuu book + blog, also accessible from web homepage). edition #01 is devoted to love for newborn that comes on earth, shared with the parents. edition #02 evokes emotions such as nostalgia to teenage times when we worn a grey sweater, slept in it, spent time with friends. edition #03 is about emotion of playing with a wallet that turns into a heaven & hell (kids) game, and the personal feeling of using a bag that can be transformed into a scarf and a wind-cheater (garment). Therefore, please, produce a solution that evokes another strong emotion in-line with manifeste brand.

2. Be sure your solution is answering all adjectives about the brand (not just one or two) from the visual presentation.

3. Solution can be one thing or better, a set of different items. Please, don't focus on a single jewel as this category is crowded with so much offer.

4. Solution should be really functional so you'd like to have it with you in any bad moment of your life.

5. It should bring you feeling of safety and self-confidence in any other moment of your life (e.g. in communications with others, not only in dating...)

6. We need not just a "nice" solution, but really an invention, that will really change our lives and become universal (like a bicycle, or a bar of chocolate...)

7. Solution has to stand in one line with the 9 objects shown in the presentation (innovative design, modified our lives + perceptions). It has to become the number 10 in the line.

!!! The end of update !!!

3 Step Target Audience

[who should you influence ?]

Sensitive, open-minded people who want to improve the quality of their lives, especially in the human & emotional spheres.

4 Step Proposition

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

The item will brighten up your life even in hardships and will enable you to have more genuine relations with others.

It is about self-expression, creativity, true feelings & sensations that can make your life more intense, and worth living.

5 Step Support

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

The "rescue kit" or "amulet" provides you comfort & self-assurance to face all situations of life because it contains the essentials, and stimulates your ability to create contacts with others, potential friends able to share things with you.

6 Step Character

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

Essential, emotional, creative, insightful, luxurious in a totally new way.

7 Step Media Plan / Placement

[where will your work appear?]

This edition will be available in more than 80 highly selected stores throughout the world that already sell manifeste items, including Colette in Paris, Seven in New York, Silly Things in Hong-Kong... (see details on www.manifeste-tm.com).

The launch will be organized in the country of the chosen creator, if relevant, through a special event that will host major opinion-formers including artists & designers.

Selected Press will talk about this launch + special event, backed up by online activity in influential blogs & partner websites.

8 Step Additional Executional Elements

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

The proposal will need to be formulated as follows:

- ∞ clear description of the concept with validation of its potential on a global scale
- ∞ visual presentation of the solution with technical/3D drawings
- ∞ key-visuals that will be used for the launch.

Attachments

192258/0001.pdf

258.90 Kb

192258/0006.pdf

17.86 Mb