



Bivalent Cartoons

Deadline: 06.06.2011 23:59 GMT

Brand: MaMiGroup

Sector:

Country:

Category: Specific Creation; Design : Graphic Design; Specific Creation : Illustration

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Budget: \$1 500

Status: Closed

Language of Solutions: English, Italian

1 Step Brand Builder

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

MaMi Group is looking to commercialize various items with bivalent cartoons prints. A bivalent cartoon is a drawing that incorporates another drawing.

To better understand the concept, watch the following video <http://www.youtube.com/watch?v=RFdFMnVZg8w&feature=fvst>

Please note that this example shows how an erotic cartoon gets transformed into a drawing without any sexual connotations.

In our case the starting cartoons can be of any kind but the final ones have to respect the themes mention in the 4th step of the Brief.

2 Step Project Objective / Description

[what is the Brand Builder looking for ?]

We are asking you to create a minimum of 5 bivalent cartoons. Submitting more than 5 will be highly appreciated.

3 Step Target Audience

[who should you influence ?]

Adults aged 18 to 35.

4 Step Proposition

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

The wanted drawings must be nice and hilarious. They should have the following themes: the seasons, holidays and Christmas.

5 Step Support

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

The cartoons should be funny, raise curiosity and generate amazement.

6 Step Character

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

Fun, amazement, curiosity, originality.

7 Step Media Plan / Placement

[where will your work appear?]

Printed items and materials

8 Step Additional Executional Elements

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

Each bivalent cartoon must come with 2 drawings: 1) the starting cartoon, that will be incorporated into the final one 2) The final cartoon For contest phase we accept .jpg and .pdf files. The winner will be asked to provide professional formats.