

I want a world where...

EVERY CLOUD HAS A SILVER LINING

Pearlfisher.

FRESH PEARLS.

How can we turn obstacles into opportunities?

Background

In today's world we are all facing huge social, economical and cultural change. Facing these evolving realities and uncertainties, consumers are shifting from meaningless consumption to seeking positive and conscious changes.

The shift in consumer behaviour can be seen from McKinsey's 'Zero Consumers' report. Whilst during the pandemic, consumers valued convenience and availability; they're now looking for quality, variety and purpose.

This desire goes beyond products; it extends to the stories brands tell and the impact they have on the world.

The brief

Identify an adversity consumers are facing and create a graphic identity for a product, service or experience that turns obstacles into opportunities.

In other words, turn dark grey clouds into silver linings.

When ideating, think unexpected! Try to find a core insight for your idea and see how far you can push it. It could be as simple as making someone's day a bit brighter, or, using the power of design to change the world!

The target audience

Your target audience spans a spectrum of 18-34 year olds; seeking meaningful, conscious choices in their lives, and actively avoiding mindless consumption. Their focus is shifting to meaningful purchases, actions, and experiences.

Things to consider

1. Brand Positioning

How can you communicate the opportunity through language to give your product an edge and stand out within its category?

2. Naming

Names are a very important brand asset. A good name helps sell the product and helps reflect what the brand stands for.

3. Identity System

This can start with a logo but can extend through the whole brand. This can be through a colour palette, photography, icons, typography, illustration, copywriting etc. Think of it like a tool kit that can be used in different ways across applications.

4. Tone of Voice

How do you convey your core brand idea through how your brand speaks?

5. Applications

Consider your customers' journey and create touch points that enhance their experience.

This could be packaging, digital applications, motion graphics, physical retail spaces, etc. Decide which are most applicable to your brand.

We will be looking for

- Succinct explanations of your insight, your thought process and your solution.
- Bold, lucid and unexpected ideas and design solutions.
- A solution that strongly connects to the insight.

We need to see

- 1920x1080px presentation, 10-15 slides max.
- A succinct presentation starting with your insight and your big idea.
- A brand idea extended across at least 3-5 applications.
- Sent via email to submissions@pearlfisher.com by Friday 2nd May 2025.