

The business therapy Foundation

Productivity through harmony

Disciplines / skills: design / visual languages / strategy / social media

The client:

A Romanian Foundation focused on EQ (Emotional intelligence) & Emotional management programs, created for organizations interested in productivity through the inner wellbeing of their employees and good mood at work. They call it "educational psychology".

Context:

People who understand their emotions and learn how to manage them, are more susceptible to preserve their inner equilibrium in complicated situations, generally happier and more productive at work.

Why this Foundation & its programs ?

- *People could learn how to better manage themselves and their professional relationships in a VUCA (Volatility, Uncertainty, Complexity, Ambiguity) world
- *Toxic work environments need a psychological specialized approach (beyond HR)
- *Companies dominated by excessive rationality, in need for a healthy EQ intake
- *A new approach on Therapy, for mentally and emotionally healthy business environments
- *Sophisticated companies with complex issues need new, sophisticated solutions
- *In a world where AI will be a common player in the everyday life, there is nothing more important than employees' mental and emotional health, inner balance and harmonious relationships.

The Audience:

- *B2B: Leaders of companies interested to accelerate the organizational performance through efficient organizational psychology programs. Top down effect.
- *Informal organizational leaders influential enough to ask their managers and the HR departments for the Foundation services.

What:

- *Create the identity (name, logo, optional slogan) for the client
- *A growth strategy with focus on digital, events & Social Media
- *Decline the Foundation launch in a visual content of your choice



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Brand's Tone of voice:

Fluent, solar, trust worthy, human-centric, vital, compassionate. Humor accents are allowed. Dry, classical corporate, excessively formal approach is a no-no.

Deliverables:

1. Decline the logo on a sticker. (2,5 or 3.5 cm + 0.5 bleed at 300 dpi, via editable PDF for the printable version or 1350x1080 pixels/size for the digital sticker)
2. Create the most impactful visual content for the foundation launch
3. Explain in one page (pdf):
 - 3.1. the concept of the logo in 2-3 lines
 - 3.2. the strategy for growth, with focus on digital / events / social media, making this Foundation the GO TO organization for companies aiming to perform through people's inner well being. Consider gamevertising as potential playground. 7-10 lines
 - 3.4. Expected results in sales & likeability 2-3 lines
4. On an A3 board, present in a concise, appealing form:
 - *the logo | the visual content for the launch
 - *Complete with 1-3 lines each the following headlines:
 1. Insight
 2. Idea
 3. Strategy
 4. Expected outcome.

Ad up complementary visuals, if necessary. Samples of A3 competition boards solving similar briefs [here](#).

Deadline: 22.04 | 10 AM

Send your solutions on a google drive link until 22.04 | 10 AM.
Make sure the link is public before sending the email.

Contact:

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andra@thealternativeschool.com

Mention the name of your program study / faculty in the subject.

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Few Q&A helping you to better solve the brief:

1. Can we use a foreign language for the Foundation's name ?

Our target audience is cosmopolite so yes, if the final outcome is relevant for the audience, you can pick a foreign language for the naming.

2. Other recommendations for the naming?

You can explore alliteration, assonance, reduplication to make it musical when pronounced and easily to remember. Using FOUNDATION in the naming is optional.

3. Do you have other guiding elements for the visual experience?

3.1. The characters, the colors and the visual content are setting the mood of the brand, so be aware of their vibe & meaning.

3.2. Ask yourself how do you want people TO FEEL while interacting with the overall visual experience: are they relieved / empowered / encouraged to open up / expand / curious / can they safely relate with the world around?

4. Any references for the strategy?

Make it as engaging as possible. Make it so memorable that the Foundation becomes a must-have partner to be acknowledged publicly by all intelligent companies out there, aware of the fact that happy people and harmonious work environments lead ultimately to increased productivity. Consider gamevertising.

5. What about the A3 board?

Structuring the essentials of the case study and selling your idea via an A 3 board is a Cannes Lions tradition.

Integrating all you work in this board is a skill showing the evaluators you can be great communicators balancing properly visual and text. Think of it as the Ad of the Ad. When creating the board, keep the text to a minimum. Be relevant with the copy, have a bold title and an appealing visual experience.



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