

The new heart-melting Romanian ice cream brand

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

What:

Create the identity (name, logo, optional slogan) for an ice cream Romanian brand, Gen Z driven. It's a premium brand in terms of quality, look & feel of the packaging, to be found in nicely designed, easily accessible locations in Bucharest & on line, at a friendly price. Make it versatile-ready, easily to be declined in different color codes & contexts. Create a launching strategy with focus on social media & decline it in a social media post sample.

Brand DNA:

Culturally insightful. Be it pop-culture or tradition (reinterpreted). Romanian.

Brand style:

Eye candy. Aware of the latest trends in graphic design / typography.

Tone of voice:

Funny, conversational, perfectly relevant for intelligent Romanian Gen Zers.

The Audience:

Romanian Gen Z, urban, hyper digitalized, cosmopolite, many of them video game players. Smart approach on life, optimists, opportunity seekers, solution driven people.

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 a social media post for its launch. (could be video or a format easily to be declined in print.)



WhatsApp & Phone

+40 744 10 50 15
+40 722 10 50 15

Web & Address

www.thealternativeschool.com
Triunghiului, 27, s.5, Bucharest, Romania

Emails

win@thealternativeschool.com
teodora.migdalovici@thealternativeschool.com

3. Explain in one page or less (pdf):

3.1. the concept of the logo in 2-3 lines

3.2. the launching strategy, making this ice cream top of the mind for the Gen Z. 4 lines

3.3. the social media approach, so the launch of this new born Romanian ice cream brand would be a resounding success among GEN Z, transforming it in a delightful contemporary local love brand – 3-4 lines

3.4. Explain why this strategy will bring exceptional results in sales, as much as in likeability. Expected results. 3 -5 lines

4. On an A3 board, present in a concise, appealing form the logo, the social media post (if print, or 3 stills if video) & complete with 1-2 lines the following headlines: 1. Insight 2. Idea 3. Strategy 4. Expected outcome. Add up other complementary visuals, if necessary.

Samples of A3 competition boards solving similar briefs [here](#).

Deadline: March 14th

Send your cv & solutions on a google drive link until March 14th.

Contact:

win@thealternativeschool.com,

andra@thealternativeschool.com.

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



WhatsApp & Phone

+40 744 10 50 15

+40 722 10 50 15

Web & Address

www.thealternativeschool.com

Triunghiului, 27, s.5, Bucharest, Romania

Emails

win@thealternativeschool.com

teodora.migdalovici@thealternativeschool.com

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

1. Can we use a foreign language in the name selection?

Our target audience is cosmopolite, Romanians are very often polyglots so yes, if the final outcome of your creative work 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.

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. Gamers are part of the audience. This can be a hint for the visual's character. Use this insight in the strategy & social media solutions.

4. Any references for the strategy?

Make it as engaging as possible. Make it so memorable the brand goes into the pop-culture. Meme-like popular. Think how to integrate the brand into video brands narratives.

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 insightful and relevant with the copy, have a bold title and a good overall visual experience.



WhatsApp & Phone

+40 744 10 50 15
+40 722 10 50 15

Web & Address

www.thealternativeschool.com
Triunghiului, 27, s.5, Bucharest, Romania

Emails

win@thealternativeschool.com
teodora.migdalovici@thealternativeschool.com