

2016 Application Brief: Advertising

The Product

A one way ticket to Mars

Mars One is a not for profit foundation with the goal of establishing a permanent human settlement on Mars by 2027.

The global search has begun for the first humans to set foot on Mars and make it their home and the opportunity to become an interstellar pioneer is open to everyone. Once candidates have been chosen they will receive extensive training before departing for their one-way journey to Mars in 2026.

The Brief

Your brief is to create an ad campaign promoting Mars.

One that encourages the public to apply for a place on the programme. Alternatively you can choose to promote a one way ticket to an unlikely destination of your choosing. Direct your campaign towards the the current Irish Market using whatever media you deem fit.

Requirements

You should approach this brief using whatever media you feel best showcases your talents. Choose at least two deliverables from the list below:

- 30" TV ad (Script & Storyboard)
- 30" Radio Ad (Script)
- Digital Advertisement (HPTO/Billboard/Banner/MPU)
- Digital Video (Script)
- Print (Outdoor/Press)
- Direct Mail/POS

This brief is about letting you show off within a loose creative framework. The concepts are the most important thing, how you wish to bring them to life is entirely up to you. Your piece will be judged on the originality, simplicity and/or cleverness of the concept as well as the quality of the execution.