



D&AD NEW BLOOD AWARDS 2015

Brief set by:
VICE UK

**CAPTURE THE SPIRIT OF
VICE UK'S 'RULE BRITANNIA'
IN AN IDENT.**

**MOVING IMAGE / ANIMATION /
BRAND EXPRESSION / CRAFTS FOR
ADVERTISING**

BACKGROUND

VICE is currently the largest global youth media company in the world, with an audience of around 130 million dedicated viewers, the number one YouTube channel and one of the highest levels of audience engagement. They produce everything from feature length films to short news pieces to full series on UK and USA national television.

Rule Britannia is VICE UK's online den of nefarious activities, investigative journalism and enlightening documentaries (www.vice.com/rule-britannia). It focuses on UK stories and incredible characters, with strong narratives and real purpose. Documentaries run from 20 to 45 minutes and recent successes include The Debt Collector, Boy Racer and Swansea Love Story. These films are unflinching, honest and powerful insights that tell us something surprising or new about the country we live in.

VICE UK are looking for an iconic ident that celebrates the editorial spirit of their award-winning flagship series.

THE CHALLENGE

Create a 10 to 15 second interpretation of the spirit of VICE's Rule Britannia series in the form of a motion graphics ident.

WHO IT'S FOR

16 to 35 years olds engaged with VICE UK.

WHAT TO CONSIDER

- The series is ongoing.
- You can use video footage and / or animation.
- Will you put a spin on traditional 'Britannia' imagery, or take another route altogether? The current ident is based around the flag and national anthem, but VICE want to see something different. Be brave and don't feel you have to be literal.
- Audio isn't essential, but is better to include this if you can. A sound design or original piece is preferable to an existing track.
- If you use stock footage, stills and music, these must be licensed for the following usage: online, worldwide, in perpetuity. For this reason, we strongly recommend that you don't use them. Only use them if they are appropriately licensed or copyright free.
- You can, however, use live action footage from the 'Rule Britannia' series if you want to.

WHAT'S ESSENTIAL

- Create a moving image ident between 10 and 15 seconds long.
- Open your ident with the VICE logo and the text "A VICE original series".
- Show the text "Rule Britannia" at some point in the ident. You can either use the existing Rule Britannia brand representation or create a new Rule Britannia logo.

WHAT TO SUBMIT

See 'Preparing Your Entries', included in your brief pack, for full format specs – work will only be accepted in the formats outlined.

Main deliverables (mandatory)

Upload your ident as a **video** (max. 15 seconds).

Supporting material (optional)

The judges will only look at this if your main deliverable has impressed. You can submit supporting material to show your process and the development of your idea.

In addition to your main deliverable you can also submit up to four **images**, or a **video** (max. 1 min) as supporting material.



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Deadline:
**31 MARCH 2015
5PM GMT**