



Develop campaign ideas and concepts that communicate the richness of the British Music Experience.

What is the British Music Experience?

The British Music Experience is Britain's interactive museum of popular music, combining cutting edge audio-visual technology with some of the most coveted music memorabilia of all time.

You can trace historic, era defining moments and trends through 60 years of music history, learn about British music's influence on art, fashion and politics, feel the thrill of being in the crowd at a legendary gig, flick through virtual record collections, eavesdrop on fantasy dinner parties and search across a giant interactive music locations map of Great Britain.

Not only that, in the Gibson Interactive Studio you can develop your skills on guitar, bass, drums and keyboard. In the Sennheiser vocal booth you can record your own track and you can record your dance video in Dance the Decades.

Hundreds of pieces of British music memorabilia are featured, including David Bowie's Ashes to Ashes clown suit and Ziggy Stardust costumes, Noel Gallagher's Union Jack guitar and dresses from Amy Winehouse and Leona Lewis.

There is also a full educational programme with workshops, lectures, master-classes and concerts.

The British Music Experience is a registered charity with the purpose to advance the education and appreciation of the art, history and science of music in Britain.

And finally, when you return home you can log into your 'MyBME' library and access all of your performances and favourite parts of the museum and continue your trip through music history.

The Creative Challenge

The challenge here is to develop ideas and concepts that communicate the essence – and the richness – of the British Music Experience.

The brief is being kept deliberately very open and you are free to approach the challenge as you see fit, playing to your strengths.

Media

The media usage could be anything from a press ad in NME, a 6 sheet poster in a tube station or a leaflet handed out at a festival. Elements of the creative may also be brought alive digitally through online or through motion graphics. You can demonstrate your thinking in any of these media but bear in mind that it will have to work across them all.

Target Audience

Your campaign should appeal to anyone and everyone with an interest in music and Britain's cultural influence – from children of a primary school age to senior

citizens; from Spice Girl wannabes to those who saw Beatle-mania first time round! Think about tourists from around the UK and abroad who are visiting London's landmarks.

Come and experience things for yourself!

Anyone tackling the challenge is invited to visit the British Music Experience for free in order to experience the exhibition in person and help to better inform their interpretation of the brief. Details of how to get hold of tickets can be found in the project pack.

Mandatories

You must use the logo within your work but how this is done is completely up to you - just don't mess with its shape and colours!

Deliverables, Artwork and Additional Information

For guidance on how to submit your work please adhere to the main deliverables information at <http://student.aisforawards.org>

Any additional supporting information referenced in the brief, including artwork and logos, can be found in the project pack at <http://student.aisforawards.org>