



Create a non-partisan way to educate users about web browsers and browser choice.

Background

At Google, we spend much of our time working inside a browser. We search, chat, email and collaborate in a browser. And like all of you, in our spare time, we shop, bank, read news and keep in touch with friends - all using a browser. People are spending an increasing amount of time online, and they're doing things never imagined when the web first appeared about 15 years ago.

Since we spend so much time online, we began seriously thinking about what kind of browser could exist if you started from scratch and built on the best elements out there. We realized that the web had evolved from mainly simple text pages to rich, interactive applications and that we needed to completely rethink the browser. What we really needed was not just a browser, but also a modern platform for web pages and applications, and that's what we set out to build. We called our browser Google Chrome.

We owe a great debt to many open source projects, and we're committed to continuing on their path. We've used components from Apple's WebKit and Mozilla's Firefox, among others - and in that spirit, we are making all of our code open source as well. We hope to collaborate with the entire community to help drive the web forward.

The web gets better with more options and innovation. Google Chrome is another option, and we hope it contributes to making the web even better.

The Challenge

- Currently, there's not much material educating people about what a browser is.
- People don't know which browser they're on (many think "Google").
- Most people don't understand browser choice.
- Most people don't know how to use the basic features of their browser (i.e. change homepage); teaching them this will inherently help them learn what a browser is.

The brief is to create a non-partisan way to educate users about web browsers and browser choice.

Audience

- Primary: mainstream user (you, your friend, her mum) who wants to learn about browsers.
- Secondary: journalists or educators looking for information or visual resources.

Style

- There are no style limitations.
- You can see something already created in response to this brief at - whatbrowser.org
- We suggest doing something different. Different is good.
- You are free to create something, in any format you like, that educates the audience about browsers and browser choice.
- It doesn't need to be a website or even digital. It could be a play.

What you create should not feel owned by Google, or an advert for our own browser. It should be non-partisan and informative.
You can use browser icons (all of them) but not logos.

Tone

Similar to the fun and simple style of ie6nomore.com and hey-it.com.
Comparisons should be understandable, cover all browsers, be true and be backed up with data.

Data

Google loves results to be measurable; data is important to us.
So even if it's a balloon floating over a city, how would you measure your campaign's success? The number of sore necks the next day?
Please include details with your submission as to how you'd do this.

Life

More browser choice leads to better browsers, better browsers lead to a better web.
We are not trying to sell our browser. Just let people know there are choices.

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>