



Devise a campaign for the launch of the Ted Baker Autumn/Winter collections, that makes use of our store windows as its primary vehicle.

What's Autumn all about?

Whereas summer has a multitude of themes to play with, Autumn is a bit more limited. Just think about how many store windows have leaves in them come September/October. We need something distinctly more interesting than this. We could even ignore the fact it's Autumn completely. Everyone has a calendar and knows when the season's change. So perhaps a celebration of new Ted Baker collections is more apt. Or something completely different.

Your creative thinking should:

- Capture the irreverently British humour of Ted Baker.
- Make use of Ted Baker store windows as its primary vehicle.
- Utilise other media – digital, ambient, etc – to bring the idea to life, but not traditional press or TV advertising.
- Propose in-store materials that continue the theme – fun giveaways are particularly important.
- Put a smile on people's faces.
- Get people into stores and looking at the new Ted Baker collections.

Who is Ted Baker and what makes them different?

Whereas much of the fashion world takes itself oh-so-seriously, at Ted Baker we prefer to have a bit more fun. Of course we take great pride in making beautiful clothing and accessories. In fact, the detailing on any item bearing our name is second-to-none. It's just we think that fashion and shopping should be fun and inclusive. Everyone deserves the right to look splendid. As such, Ted Baker is less a snooty elite club and more a well-groomed family.

Challenges

- Our shop windows vary in size a lot, so any window idea needs to be scaleable.
- Shop window installations have about four seconds to grab someone's attention, so they must be in-your-face explosions of fun and easy to understand quickly. Movement, lights and the like have proved successful in the past.

Tick chart

You're on the right track if your ideas are:

- Irreverently British.
- Fun and attention-grabbing.
- Simple to understand.

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>