

THE BRIEF

Problem

Our obsession with computer games, social networking sites and the internet in general is said to be changing the way our minds work, acting as the leading factor in our shortening attention spans, our need for instant gratification and our decreasing sense of empathy.

Challenge

Persuade the UK to stop using the Internet, forever.

Will you discuss the relationship between the Internet and CO2 emissions? Or perhaps compare our brains to that of a goldfish? Or is it as simple as reminding people how good real-life relationships are?

Whatever your idea is, we want to know the why and how behind it.

Forget print ads, TVCs, billboards and the rest, we want you to create an experience for people. And we want you to remember that people feel as well as think and they must be understood before they can be engaged.

Some things to consider might be how you will affect people on an emotional level, how you plan to get their attention by doing something special and how you will get people talking, to help spread the message for you.

You can demonstrate your idea with words, images, sketches, audio or video. As long as you can upload it, we can look at it.

Deliverables

You can demonstrate your idea with words, images, sketches, audio or video. Just pop these into a cohesive PDF that we can look at.

Remember, you aren't presenting the idea in person so keeping it simple and demonstrating the idea as clearly possible is a must.

Simply upload your PDF on the website and add in any accompanying external video/audio links in the fields provided.