



Project Brief

Prepared for: UWTSD

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Objective

Whats your #BRANDSWANSEA?

How can #BrandSwansea give back a sense of ownership to the people and communities it serves to represent?

Develop assets and materials that explore **YOUR** idea of #BrandSwansea. Try to see your contribution as one square on a Rubik's cube that forms part of the puzzle, and part of the solution.

Goals: Create an active foundation for the long term development of #BRANDSWANSEA. A Swansea City re-brand initiative.

Build and contribute to a living mood-board (open studio and digital platform - website etc) that explores the idea of #BrandSwansea. **Where are we? Who are we?**

Assets to be distributed via social media, in the cloud? and as part of a living exhibition at the #BRNDSWN open studio. The project will actively encourage collaboration and mixed media, bringing together multiply strands of creativity, echoing the diversity of the city as it stands.

Problem: The City and County of Swansea's brand strategy has been mired by a long held tradition of inward negativity toward change, progress and development.

Local people feel disenfranchised with the city, a feeling of us and them has been fostered over many years, encouraging a sense of apathy and distrust.

(Building a city brand initiative **WITHOUT** the support of the local population is difficult and often ends in failure)

Solution: Collectively capture the spirit of the city and distill this down into our own "I LOVE NEW YORK" moment.

Encourage a local buy-in by representing the people of Swansea and prioritise them (not new development) as the key driver for positive change. Foster a new found energy amongst local people and create a sense of positive ownership of the cities assets both good and bad.

Tone of Voice: Let the campaigns create and develop the tone of voice.

Statistically City branding initiatives fail because they ignore local feeling, opting instead for a top down approach driven by branding and marketing experts that have little or no affiliation to the city.

Create a space online and through the open studio that allows for real voices to be heard and respected and let those voices create the tone for the brand going forward.

Graphics

Stage 1 - Delivery October 2020 (optional)

Working where possible with the Advertising, Film and Photography students.

Develop appropriate graphics to support an online campaign and competition based on #whoarewe and #wherearewe

The competition will be open to the people of Swansea, all age groups and all creative medium. Who are we is a portrait competition aimed at capturing the changing FACE of the people of Swansea

Where are we is a landscape competition open to all age groups and all creative medium. Where are we will, describe the physical landscape of Swansea through any medium.

Assets needed: Social media campaign assets, short films, animations, memes, headers etc for the main social media platforms.

Stage 2 - Delivery February 2021

Whats our I LOVE NEW YORK, moment?

Building on the work developed and captured through the #WHOAW & #WHEREAW campaigns & competition, develop a simple but effective graphic, mark or id that captures the essence of the CITY where we are now, a graphic snapshot of Swansea City 2020 - 2021.

This work should be ongoing and will contribute to the overall journey of #BRNDSWN. Think fluidly and allow variations and graphic themes to develop as the project unfolds. This is a journey brief not a destination! Capture and shape what you see “out the window”

Advertising

Working where possible with the Graphics, Film and Photography students.

Develop a campaign based on the research gained and any materials gathered from the competitions and living open studio. Over the coming months explore and test the market with your ideas and themes thinking of your own ILNY ideas, as above.

Whats our tagline “FOR NOW”? Capture the essence of a City in flux, in development.

Photography

Working where possible with the Advertising, Film and Graphics students.

Who are we, Where are we. Through the medium of photography capture the city as it is. Be honest but try to represent an idea of a city that is aspiring to new things. Look for a can-do attitude! Try to take ownership of both the good and the bad and allow your photos to offer a fresh perspective on the city.

Film Production

Working where possible with the Advertising, Graphics and Photography students.

What are the voices and stories of Swansea in 2020 - 2021? How can you use film to better understand the themes of Who are we and Where are we? Give consideration to how your projects can form part of the wider picture, how could your film assets work with other medium and be integrated into marketing campaigns in development via the other departments.