

Creative brief

“There is no Diabetes. But there is.”

Design concept:	TAM-TAM
Partner:	Zavod Diabetes
Medium:	TAM-TAM city posters
Deadline:	3. Nov. 2017
Project:	Plaktivat 9 – »Diabetesa ni. Ampak je.« [“There is no Diabetes. But there is”]

TAM-TAM's ninth Plaktivat competition for a city poster design broaches the subject of a disease, which is an ever-growing hazard in modern society. All too few are informed of the worrying details concerning this disease. This is why the issue needs to be brought to the attention of the widest possible public.

Background / What is the brief about?

At this moment, there are over 130.000 diagnosed diabetics in Slovenia, while the disease is already threatening a further 100.000 inhabitants. In most cases, diabetes appears after the age of forty due to an unhealthy lifestyle. The four factors that contribute to the occurrence of diabetes are an unhealthy diet, lack of physical activity, smoking, and alcohol.

Diabetes is a health threat on a global scale and was proclaimed an epidemic by the UN in 2006.

Many live with diabetes for a long time, unaware of their condition. Before a diagnose is established, complications will have developed resulting in a gravely diminished quality of life. The life span of men, who fall ill around at the age of 40 is approximately 11.6 years shorter; The life span of women is shorter by 14.3 years.

Diabetes is:

- Among the foremost causes of kidney failure,
- Among the foremost causes of myopia,
- Among the foremost causes of leg amputation (in the developed world).

One third of diabetics suffer from disturbed sleep. The most common lethal complications due to diabetes are heart attack and stroke.

Up to 70% of diabetes cases could be prevented or postponed by adopting a healthier lifestyle. Exercise is nearly equivalent to insulin insofar as both are needed to stop blood sugar from remaining in the blood and provide cells with energy.

Four steps to prevent diabetes:

1. Test for diabetes (<https://diabetes-test.si/>)
2. Test blood glucose levels (average value = 5 mmol/L),
3. Purchase a glucose meter (it measures blood glucose levels in 5 seconds, available without prescription at every pharmacy for 15 EUR),
4. Exercise at least three times weekly for a period of one hour.

Issues:

- We are unaware of the seriousness of the disease!
- High blood sugar doesn't hurt, which doesn't mean it is not causing harm!
- We should know our blood glucose levels like we know our blood pressure levels.

Because it cannot be seen and it does not incur pain, diabetes is generally poorly understood and underestimated. Due to its silent nature, social-economic significance, and epidemic character (**it affects ever younger people**), we need to take a different approach to communicating the looming dangers of diabetes!

WHY WE ADVERTISE?

We advertise to raise awareness of the underestimated dangers of diabetes. To present the risks of diabetes in the public eye, and to make the general public aware of the dangers; to make it clear it can happen to us unless:

- we reduce the risks by ceasing or reducing our harmful habits,
- we remain ignorant of the fact that diabetes is a silent disease, which grows very severe before it becomes visible.

WHOM ARE WE ADDRESSING?

We aim to address at-risk target audiences, who are unaware of the dangers of diabetes and of its causes. We are primarily targeting younger generations in poorer social and economic circumstances, who are extremely difficult to convince of the severity of the danger.

A CREATIVE CHALLENGE

How to impress upon the people to take the danger with deadly seriousness; to stop underestimating it because they cannot see it, feel it, or be pained by it; to take it seriously enough to change their habits and lifestyle.

INSIGHT

A human reality that impacts the creative solution: Though people want health and a long and active life, we are rarely prepared to alter our current habits to fit our principles and convictions. We prefer to adjust our convictions to our habits (for example, smokers will often state the disputability of the research proving the impact of smoking on health; business will, for example, dispute scientific proof of climate change, ...)

WHAT DO WE WANT OUR TARGET AUDIENCE TO DO?

Take the dangers seriously enough to change their lives before diabetes does it for them

GUIDELINES THAT MUST BE FOLLOWED:

The creative solution must call for, or direct to, action rather than merely framing the issue!

In designing your creative solution, adhere to the format and take into account the context of TAM-TAM city posters. Be particularly mindful that the urban posters are incorporated in the public space of the street and design your poster to be noticeable, legible, and communicative in the multitude of visual stimuli encountered in the street. Consider what follows from the fact that urban posters are usually first viewed from a distance of a few metres and only later seen from up close – how much text can such a format endure, how can we attract attention, etc.

Further relevant information useful for a quality design are available at:

<https://designshack.net/articles/inspiration/10-tips-for-perfect-poster-design/>.

ELIGIBILITY FOR PARTICIPATION:

Participation is free of charge. The competition is open to all creatives, be it individuals, agencies, or legal entities, who wish to contribute in the creation of their living environment. By submitting their poster to the competition, the authors agree to all the competition's provisions both those stated in the competition documentation and those, which can be inferred.

COMPETITION DOCUMENTATION:

The creative solution must be designed in the **format that fits TAM-TAM city posters**. Be particularly conscious of the fact that the posters are located in the street and so they should be designed with the aim of being noticeable, readable, and communicative among the multitude of visual stimuli encountered in a street environment. Consider the implications of the fact that posters are typically initially noticed from a distance of a few metres, and only later from closer vicinity – how much text can they carry, how to attract attention, etc.

The poster must also be designed in line with PLAKTIVAT's visual identity and include the prescribed logos (appendix: Graphic elements for the competition, instructions for the preparation of files).

Enclosed files:

- Graphic elements for the competition, instructions for the preparation of files,
- Communication brief for the design of the poster,
- Rules of procedure for the jury.

All documentation is available at: tam-tam.si/plaktivat

APPLICATION DOCUMENTATION:

Submitting the designed posters constitutes application to the competition and is only completed by sending an email to plaktivat@tam-tam.si with the subject "**Competition – PLAKTIVAT 9 – the poster's title or code**".

Alongside the file containing the print-ready poster (in PDF format – see attachment – instructions – print) the following should be enclosed:

- A version of the poster in JPG format without the author's signature (to maintain anonymity in the course of evaluation, see attachment – instructions – process of selection),
- The poster's title or code,
- Applicants – including addresses and phone numbers (in case the competition is entered by a group, a list of members containing addresses and phone numbers is needed.),
- A declaration of the poster's authorship.

An applicant is allowed to enter more than one poster.

JURY:

The jury of seven members is comprised of:

- Gal Erbežnik - Zavod za besede in misli
- Ana Ivandič - Edition Digital,
- Matija Kocbek – Pristop,
- Miha Bevc – bPCS,
- Tine Lugiarič - LUNA \ TBWA,
- Teja Škorc – OKS-ZŠZ,
- Blaž Gregorin - TAM-TAM.

ASSESSMENT CRITERIA:

- technical suitability (Competition Requirements),
- taking into account the specifics of TAM-TAM city posters,
- originality,
- innovation,
- clarity of message,
- positivity of the message.

DEADLINES AND ADDITIONAL INFORMATION

The competition is open when the call is sent out via email and published at www.facebook.com/plakatiranje and at <https://twitter.com/TamTamSLO> along with Internet sites of other supporting institutions.

The deadline for the submission of posters is 3 November 2017 by midnight. All submissions received by the deadline will be taken into consideration. You can request additional information regarding the competition by email: plaktivat@tam-tam.si.

AWARDS:

- The winning poster will be printed and displayed on **500 TAM-TAM city posters across Slovenia**;
- **It will be entered** in the competitive sections of the Slovene Advertising Festival (SOF) and the Biennial of Visual Communications of Slovenia;
- The winner will receive **Plaktivat's MEGAFON** and a **winning plaque**;
- All applicants will receive a **plaque** confirming their participation, which will be awarded by the company organising the Plaktivat competition: TAM-TAM.

The jury reserves the right to select two or more winning solutions.

The results of the competition will be published in the second half of November 2017 at www.facebook.com/plakatiranje and <https://twitter.com/TamTamSLO>.

COPYRIGHT:

Authors and participants in the competition retain their moral rights and agree that their submitted works may be used for any potential showcases run by the PLAKTIVAT project (online, at conferences, lectures, promotional events, materials and other publications in the scope of the PLAKTIVAT project). The authors of the posters agree to all potential publications of their names and works in the media.

Ljubljana, 9. Oct. 2017