

THE 2010 ONE SHOW COLLEGE COMPETITION OFFERS A CHOICE BETWEEN HIGH FASHION AND HIGH IDEALS. THIS YEAR STUDENTS CAN CREATE CAMPAIGNS FOR NOOKA, AN INNOVATIVE, INTERNATIONALLY SOLD FASHION ACCESSORIES BRAND; OR REBRAND MILLION TREES NYC, A PROGRAM DEDICATED TO IMPROVING THE ENVIRONMENT BY PLANTING ONE MILLION TREES ACROSS NEW YORK CITY'S FIVE BOROUGHES. WHETHER ITS FASHION STAPLES OR PLANTING MAPLES THE CHOICE IS YOURS!

ENTER ONLINE
WWW.ENTERONESHOW.ORG
DEADLINE: FEBRUARY 19, 2010

CLIENT: NOOKA

BRIEF

Create a campaign that positions NOOKA as a Mindstyle™ brand. The campaign should speak the language of high fashion which brings up the difficulty: how to create a high fashion image that engages a wide ranging demographic for a brand whose products are all accessories and very small. The work should tell both the NOOKA story and the stories of the current products [time pieces, asset organizer, strip and fragrance] the campaign should work well in print, on-line and broadcast and design.

BRAND HISTORY

NOOKA is a New York fashion design company founded by artist/designer Matthew Waldman. Most prominently known for its line of timepieces, NOOKA is expanding their range, creating a Mindstyle™ brand with the addition of innovative accessories, as well as a fragrance. Nook products are sold in over 30 countries around the world in exclusive clothing and design object boutiques. Originally releasing two models in 2004, the brand has grown to include six distinct displays available in over 85 individual models, varying in different colors and materials. The seventh display is to be released in the fall of 2009.

In summer 2009, NOOKA expanded their collection with the introduction of Mindstyle™ pieces beyond timepieces. The NOOKA Strip, Asset Organizer, and Scent were inspired by the brand's principle of universal communication with an emphasis on the design process. Both the strip and AO utilize similar materials to the vastly popular Zub collection. Additionally, the NOOKA Scent is a fully customized fragrance expressing many of the futuristic and universal values of a design studio. The oil fuses natural elements with synthetic accords, and the gem-cut, custom bottle is reminiscent of the NOOKA ideals of futurism and science.

CURRENT BRAND STATUS

Utopian, futurist, provocative and sexy, NOOKA reignites passion for the future with products that speak via intuitive interfaces and the language of form and fashion.

At the moment, NOOKA is an up and coming fashion accessories brand that is always looking into the future to create new unique and innovative products. Being sold in over 30 countries worldwide, NOOKA is considered to be an international brand. This is also emphasized in our products, being universal to gender, age, and language.

The NOOKA logo uses the infinity sign as the two 'o's in NOOKA. This emphasizes the futuristic philosophy of our brand, as we are always looking to expand our range with new innovative products.

TARGET CONSUMER

Our target consumers include the latest trendsetters in almost every industry, including art, entertainment, fashion, media, and sports. Our timepieces are sleek and unique, with an emphasis on design, attracting people who want to make a statement, and will typically use them as a fashion accessory.

WORDS THAT DESCRIBE THE "NEW" NOOKA BRAND

UNIVERSAL	NOOKA strives to make products for every age, gender, and race.
UNIV. LANGUAGE	The ethos of NOOKA is universal language, which guides the creation of products with enhanced functionality and a futuristic philosophy
FUTURE	NOOKA is always looking into the future to create new and innovative products
MINDSTYLE™	A lifestyle brand provides products for varied activities and settings. NOOKA presents a "Mindstyle™" for varied thought processes by presenting provocative interfaces and innovative material usage.

MEDIA ASSIGNMENTS

ADVERTISING (JUDGED BY THE ONE SHOW JURY)

01A- INTEGRATED BRANDING CAMPAIGN (3 PIECES MIN.)

Develop a campaign to raise awareness and encourage the audience to buy NOOKA's products. The campaign must utilize three-to-five media channels.

01B- NON-TRADITIONAL CAMPAIGN (3 PIECES MIN.)

Come up with a non-traditional ad to promote this "new" brand. Think innovatively and realistically. (Students may create a new logo or use the existing logo.)

01C- PRINT CAMPAIGN (3 PIECES MIN.)

Create print ads to be placed in fashion, industry specific, and lifestyle magazines. The ads may feature one or all of NOOKA's flagship products.

INTERACTIVE (JUDGED BY ONE SHOW INTERACTIVE JURY)

02A- ONLINE AD CAMPAIGN (3 PIECES MIN.)

Create an online ad campaign (i.e. banners, games, viral) that introduces NOOKA's products in their new branding themes. (Students may create a new logo or use the existing logo.)

02B- WEBSITE

Design an e-commerce website for NOOKA's products. The site functionality and design will be of chief importance. (Students may create a new logo or use the existing logo.)

DESIGN (JUDGED BY ONE SHOW DESIGN JURY)

03A- LOGO DESIGN

Redesign the NOOKA logo. All logo's must use the infinity symbol in place of the double "o"s. Present the design in both full-color and grayscale versions.

03B- CORPORATE IDENTITY CAMPAIGN (3 PIECES MIN.)

Design an identity system of NOOKA corporate collateral. Submit a campaign of at least three items, including a logo (required), letterhead, envelope, business cards, fax cover sheet, etc.

03C- PACKAGE DESIGN

Redesign a series of packaging for NOOKA's flagship products.

Keep in mind that NOOKA's packaging is created with the intention to be recycled and used again. (New logo design is also part of this assignment.)

ENTER ONLINE:
WWW.ENTERONESHOW.ORG

ENTRY INFORMATION

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For more information about the competition or to download a text version of this Call for Entry, please visit our online entry site, www.enteroneshow.org. All entries must be registered through this site, and physical pieces for the judging must be sent to the following address by the deadline. College Competition entrants will be required to upload digital files of their entries during the online registration process as well.

ENTRY FEE

\$20 USD per entry regardless of single or campaign. Please visit the entry site for payment options.

DEADLINE

All entries must ENTERED on the online entry system and ARRIVE at the one Club by Friday, **February 26, 2010**.

SUBMISSION

Please send your submissions along with all required materials to:

The One Club (Attn: 2010 College Competition)
21 E. 26th Street, 5th Floor, New York, NY 10010 USA

ELIGIBILITY

Entrants must be college students or enrolled in an accredited advertising or graphic design program. Entrants from non-accredited advertising or design programs must be approved by the One Club prior to the submission of entries. You are NOT eligible if you are working at an agency as a copywriter or art director. Students do not have to be a member of the One Club in order to participate in the College Competition.

JUDGING

One Show, One Show Design and One Show Interactive juries will judge entries in specific categories as indicated within the Media Assignments section on the left.

USAGE RIGHTS

The One Club will act as a liaison to ensure that the client will contact the students if they decide to publish or produce any work entered in this competition.

AWARDS / HONORS

One Show Pencils will be awarded to the winning creative teams. Prizes equaling \$3,000 for gold, \$2,000 for silver and \$1,000 for Bronze will also be awarded to each winning team. All winners and finalists will be published in the One Show Annual.

WINNERS / FINALISTS

All finalists will be contacted in April 2010. Awards will be presented during the One Show Education Festival, May 2010, in New York City. All entries become the property of the One Club and will not be returned. All finalist work will be retained by the one Club for use in the One Show Annual. The entrant also grants permission to the one Club to show or license others to show, edit and publish the entries at such times and in such manner and media the one Club deems appropriate. The decisions of the One Show Judges are final, including determinations as to eligibility.

CLIENT PITCH COMPETITION

The Sixth Annual Client Pitch Competition will be held during the Education Festival. All entrants from the College Competition are eligible to participate upon separate registration. The 10 selected teams will give a live presentation in front of a panel of judges. The results of the College Competition do not exclude anyone from participating in the Client Pitch Competition.

ONE SHOW EDUCATION FESTIVAL

The Sixth Annual Education Festival will be held May 10 - 13, 2010 in NYC. The festival culminates with the Students Awards Party where the 2010 One Show College Competition Pencil winners are awarded and all finalists are showcased.

CONTACT

If you have any questions regarding the 2010 One Show College Competition, please contact The One Club Education Department at 212-979-1900 or e-mail us at education@oneclub.org