

Welcome to The Start •••
2023

> Design bridge and partners

Competition Brief 2.1

June 2023

Keep an eye out on our website



The Start is Design Bridge and Partners' multidisciplinary graduate programme.

Our ambition is to give the brightest young talent of today their start in the creative industries via an accelerated year-long programme.

Exciting line-up of judges to be announced soon!



# The Disciplines.

Where to start?

Have you ever considered a career in the Creative Industries? You don't have a be an artist or a designer to join us (the person writing this isn't!)

Start with what excites you most.

Pay: Competitive Salary

# Are you a... Natural Leader?

Are you a strong communicator?
Does problem solving get you excited?
Do you have an entrepreneurial mindset?
Do you thrive on getting the best out of others?

You might be perfect for Client Leadership

# Are you a... Big Thinker?

Are you a sponge for trends and culture? Does design and/or theory inspire you? Do you like researching to understand things? Do you like to write to express yourself?

You could be a great fit for Strategy

# Are you a... Creative Type?

Do you prefer the hands on? Think 2D, 3D, animation, illustration, film, advertising or the visual arts. Does making or being creative drive you?

You could be a shoe in for **Design** 



# THE START 2023

# A Day In The Life.

# Sounds fun, but what exactly will I be doing?

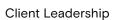
**Duration:** 1yr fixed term contract + the opportunity for full-time employment.

Who is Design Bridge and Partners?
We are a strategic brand and design studio that uses smart thinking and design solutions to build brand love and transform businesses.

From beers to teas, condoms to tampons we work on a huge variety of business and brands with their own unique set of challenges. No day is ever quite the same.

Hear it from our past graduates! Scroll down to page 11 to find out more...







Strategy



Design







# The Brief. 1/3

At Design Bridge and Partners, original thinking is at the heart of everything we do, and we want to see how you think! We're looking for compelling, bold, and innovative ideas communicated in an engaging way. Ideas that solve the big issues and speak directly to your audience. We love a good story, and we want to see your passion for brands, design, and creativity to shine through.

# Okay, I'm in! How do I apply?

- Choose which discipline suits you best...
   Client Leadership
   Strategy
   Design
- 2. Use our <u>Brandomiser</u> to generate your bespoke 3-part brief comprising of a...

  Brand
  Issue
  Audience
- 3. Add your CV & send to us!

# Your task, per discipline...

Application options, as a guide...

Design Visuals suit those after a handson design role. Slide Presentations are suited to Strategy and Client Leadership. However, Videos are open to all pathways - to show skills or thinking.

### We'd love to see...

- Design Visuals
   Keep things simple & visual
   (5 pages max)
- Slide Presentation
   Showcase your great ideas
   (5 slides max)
- Video (or Animation)
   Tell us a compelling story
   (3 mins max)





# The Brief. 2/3

Use our Brandomiser

- Brief Generator - to
create your own bespoke
brief for your submission.

Your Bespoke Brief:

How should <u>brand</u> take on your <u>issue</u> while appealing to your <u>audience</u>.

E.G. How should <u>VO5</u> take on <u>Gender Inequality</u> while appealing to a <u>Career Driven Millennial</u>.

Click here to head to The Brandomiser.

# Brand

'How should...'

Harvey Nichols

Durex

VO5

Adidas

National Geographic

Nintendo

Nestle

NASA

Nespresso

# Issue

'take on...'

Climate Change

Gender Inequality

Mental Health

Accessibility

Fast Fashion

# Audience

'to appeal to...'

The Elderly

A Parent

A Career Driven Millennial

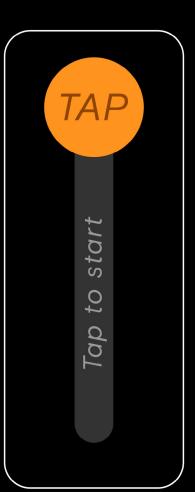
Primary School Child

Your Local Community

The Government



# Brand VO5 Brand VO5 Ssue Gender Inequality Audience Career Driven Millennial



Click on The Brandomiser to visit the site where you can create your own bespoke brief for your submission.



# The Brief. 3/3

# Client Leadership:

Prepare an elevator pitch for your <u>brand</u>, from a Design Bridge & Partners point of view, pitch to them in the context of <u>your issue</u> and <u>your audience</u>.

E.g. Prepare an elevator pitch for how NASA could address fast fashion targeting primary school children.

### Ask yourself...

What strengths/weaknesses/opportunities/threats are relevant for your brand?

Looking at our website, what case-studies demonstrate we're the right partner for them?

### Must Haves...

- What is the current state of this brand in it's market(s)?
- What are their challenges?
- How could you creatively solve them?
- Why is Design Bridge and Partners the right partner to do this work for them?

# Strategy:

Prepare a trends point of view for how <u>brand</u> could address <u>your issue</u> to <u>your audience</u>.

E.g. Prepare a trends point of view for how <u>Nespresso</u> could address <u>climate change</u> targeting <u>the elderly.</u>

### Ask yourself...

What insights about your audience could drive your thinking?

What new trends could inspire great creative work from our design teams?

### Must Haves...

- What challenges does your brand face?
- What audience insights can you decipher?
- What opportunities does this point to?
- What is the one big creative idea your brand could focus to solve or address this issue for this audience?

# Design:

Create an on-brand response for <u>brand</u> that addresses <u>your issue</u>, targeting <u>your audience</u>.

E.g. Create an on brand response for <u>VO5</u> that addresses <u>gender inequality</u> targeting <u>the local community</u>.

# Ask yourself...

Think about what your brand stands for/what feels on-brand for them?

Projects can take many forms from a new limited edition product, comms campaign, sub-brand, event or brand experience to put your topic top of mind for your audience.

### Must Haves...

- Boldness & originality
- Visual Storytelling
- Execution & crafting brilliance
- Using key brand assets (where relevant)
- Maximum meaning, minimum means

# Deliverables, per discipline...

Application options, as a guide...

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### We'd love to see...

- Design Visuals
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- Slide Presentation
   Showcase your great ideas
   (5 slides max)
- Video (or Animation)

  Tell us a compelling story
  (3 mins max)





# So, Come Join Us!

(We're a great place to work)

At Design Bridge and Partners, we believe every voice should be heard. That's why we strive to create environments where collaboration thrives. Because when we work together, we make amazing things happen.







# Submission Details.

The deadline for all entries is 12pm Monday 10th July 2023.

# Once you're ready to apply:

All entries must be uploaded as a PDF (10MB Max) via the application form on the Join Us page on our website, and you can also find a link <u>here</u>. Please do not send physical entries to our Studio.

### Your PDF entry must contain:

- For All: One page that outlines your one-liner brief. If you have made a film (3min Max), upload this to YouTube or Vimeo or include the link within your Project Summary as well as adding the URL when you complete the application form.
- · For Client Leadership/Strategy: 5 slides Max.
- For Design: Up to 5 pages in wide screen format containing your visuals. And a separate project summary of up to 500 words that captures your creative thinking, your solution and the outcome.

Note: We may ask you to submit your imagery separately at a later stage if you make it onto the short-list, so please ensure that you have saved all of this in wide-screen format, 300 DPI.

# Keep up to date:

Design Bridge and Partners Website

Design Bridge and Partners Instagram

# What happens now?

We aim to review applications in early July 2023 and all judging for Creative Entries will be held in June/July 2023. Once our winners have been chosen, we would like the winning placements to take place in August 2023 where interviews for The Start Programme will take place. The Start Programme will begin in September 2023.

# Questions?

Client Leadership & Strategy
Please contact:
Lucy.Scott@designbridge.com

<u>Design</u>
Please contact:
Holly.Nicholas@designbridge.com





# Client Leadership

One of the pathways for applicants of The Start, is Client Management, which is sometimes called Client Services or Account Management in other agencies. But what's it all about?



Say 'hello' to Ellie Hammond-Hunt...

To help explain to those new to the industry, and especially to inspire people who are thinking about applying but aren't quite sure which pathway is best suited to them, we sat down with Ellie Hammond-Hunt, a Client Manager at Design Bridge and Partners London, to find out more about her career path, how client management fits within the Studio, what she does on the day-to-day, and how she would approach an application for The Start knowing what she knows now.

# Hi Ellie! Tell us, what is being a Client Manager all about?

Client Managers organise the day-to-day running of each creative brief. The client management team is the first port of call for our clients – we receive the initial briefs and then manage the workstream from there, drawing up quotes, planning projects, briefing the strategy and creatives teams, and ensuring that the work meets the objectives set out by the client. Communication – with clients and with other teams and people at Design Bridge and Partners – is a big part of our role.

### What does an 'average' day look like?

The average day starts with checking emails and responding to any urgent requests, then I'll brief the creative teams I'm working with on any workstreams we have starting that day. If any questions come up, I'll check in with my clients to make sure we have all the information we need, and then I'll book in internal reviews and client presentations to discuss the work.

Often the client will get in touch with a new brief, so I will set up a call with our creative lead (a Creative Director or Design Director), the key clients involved in the project, and a Strategist to run though the details. After this we'll regroup internally and I'll start pulling together a budget and timings, based on what's needed.

### Who do you work with?

I work across a couple of different client accounts, and for each one there is a senior member of the client management team that I work with most closely day-to-day – that could be a Client Director or Client Business Director. The rest of my time is spent working with the core team for each client, which is usually a Creative Director and/or Design Director, Designers, Strategist, Production Manager and Operations Manager. We work collaboratively to plan the project and deliver the best work for the client.

What kind of projects do you work on? Such a range – anything from a 360 redesign of a big global brand through to branded PowerPoint templates! I've worked on packaging projects, a brand website redesign, and e-commerce messaging and imagery. Working on a variety of projects is great as you're always learning new things.

# Sounds exciting. How did you end up working in client management?

I've had a bit of an unconventional career path. I've always had a love of design, and I did an Art foundation course at Leeds College of Art after my A Levels. Then I switched direction completely and applied to do a Biology degree! After university I worked at Kew Gardens as a Research Assistant, then I switched again and joined Design Bridge and Partners as a graduate trainee in September 2018. After finishing the year-long programme (the previous equivalent of The Start now), I was offered a permanent role as a Client Executive. I was promoted to Client Manager at the end of last year.

# You've found your home! What are you most proud of in your Design Bridge and Partners career so far?

I'd say it's the relationships I've built with some of our core clients. It's really rewarding when you know that they trust you to do a good job with their brands. Getting to see the amazing creative work that the teams comes up with every day is one of the best things about my job, it's so inspiring.

If you could give one piece of advice to applicants of The Start, what would it be? Don't be put off applying if you think you don't have relevant education or work experience. All you need is a genuine passion for brands and design, so make sure that shines through in your application.

Thinking back to when you joined the team, how would you approach The Start brief now? I'd really dig into my chosen brand to understand how they speak and what they stand for. Having now worked in client management for a few years, my advice would be not to underestimate all of the seemingly smaller 'considerations' that the brand, consumer and brief might have. A great brief should inspire the team, but it also needs to give them everything they need to know, so make sure you pay attention to (and communicate) the detail.

And finally, if you weren't working as a Client Manager at Design Bridge and Partners, what would you be doing? I'd probably be using that Biology degree and working as a plant scientist!





# Strategy

Strategists identify, ideate, solve, and set a context that allows design to have a relevant and thoughtful place in the world. Hear more from Hannah...



Say 'hello' to Hannah McDermid

Hi Hannah! So, tell us, what is your job all about? Brand Strategists work out the ways for a brand to win; converting our clients' business objectives to inspire meaningful, relevant and compelling stories for design. We work closely with both clients and designers to simplify the challenge, add clarity within the context of the consumer, category, culture and commercial landscapes, all to create inspiring, well-crafted stories for brands to tell the world.

What does an 'average' day look like?

As a Brand Strategist, no day is the same, but ultimately it's about thinking deeper and unlocking the opportunities for brands. In an average day we might be talking to clients about their projects, briefing creative teams and attending creative reviews, conducting research from consumer to category to trends, and formulating a point of view to share with our creative teams and clients.

Who do you work with in the Studio? Internally we work with lots of different people around the business, but mostly with our client management and creative teams to ensure that our outcomes hit the brief and really make the most of the opportunity. We also work directly with clients, particularly when crafting their brand strategy. Understanding our clients and their brand, their objectives and theirchallenges is vital, so there's lots of listening and debating to find the right direction for the project.

What kind of projects do you work on? As well as the types of tasks that vary greatly, so do the projects! We work with lots of different types of brands, sometimes 2 or 3 in the same day all at different stages of their projects. Whether it's defining a brand strategy, organising a brand's range of products for consumers to navigate, thinking about a particular piece of packaging or creative strategy to inspire the design team, all the projects are different and you take each one as it comes.

How did you become a Strategist, what was your career path?

Having always had a love for art and design, I studied Industrial Design and Technology at Loughborough University; it was during my placement year working for a retail design agency that I realised that I wanted to focus on branding, particularly the thinking and direction to design. After searching for brand design agencies, I discovered a whole industry I'd never been aware of before! I came across Design Bridge and there was a client management and strategy graduate scheme at the time, so I applied and I've never looked back! Since joining in September 2016 I've progressed from Strategy Graduate to Market Analyst to Junior Strategist, and then to my current role as Brand Strategist in December 2019. I've learnt a

lot along the way and thrown myself into all of the opportunities that have been available!

What are you most proud of in your career so far? Mostly, I am proud of how I have developed confidence in what I do and trusting my instinct about what the right direction is to take; this is reflected in a rising number of projects that are out in the world that I feel proud to have played a part in, projects that really transform a brand or even an entire category to make an impact.

Best thing about working at Design Bridge and Partners London?

The best thing about working at DB & P is the people; inspiring, supportive and ambitious – it's all about passion for creativity and that is only achieved by collaborators!

If you could give one piece of advice to applicants of The Start this year, what would it be? What will make us stop and think? Keep it clear and simple, focusing on how you can inspire us in the most powerful way – it's the age-old 'quality over quantity'. Sharp, provocative and compelling will grab our attention! We want to see your creativity, and the best way to do that is to be yourself.

Thinking back to when you were starting out, and with what you know now, how would you approach The Start brief?
Vision is all about painting a picture of the world you'd like to see, so first and foremost put yourself in you chosen brand's shoes. Think about who your brand truly are and their deepest, most powerful ambitions. Then step back and consider that in the context of what's going on in the world. Make a plan, whether that's a storyboard or short narrative, before putting to work the execution. Be ambitious, be curious and think big!

And finally, if you weren't working at Design Bridge, what else would you be doing? This is a hard one because I enjoy being a strategist... but if I had to choose, I'd be drawing, painting, printing because I love crafting art and typography in my spare time.

Thanks Hannah!





# Design 1/2

Our Studio is made up of creatives across a mix of disciplines and expertise – from graphic design to 3D, comms to CGI, brand language and beyond – and Adam is a Motion Designer in our Film & Animation team.



Say 'hello' to Adam Hingley...

Hi Adam! So, in a nutshell, what is your job? Whether it's a logo, a social media post, or a brand world, nothing is static anymore. Our job as Motion Designers at Design Bridge and Partners is to work collaboratively with the wider Studio to take static designs and think, "How would that move? How can we bring that to life through motion?" to better communicate the creative idea.

## What was your career path?

I studied graphic design at A-Level and it gave me that "ah ha" moment that started my interest in typography, illustration and editorial design. When I didn't get accepted into my chosen Universities, coinciding with quite a dark period for my mental health, it took a lot of persuasion to apply through clearing. Thankfully I managed to get myself a place on a graphic design course at Birmingham City University. Looking back now, I think this was revolutionary for kick starting my creativity. In the second year I started to explore animation after a visiting tutor showed us After Effects and it sort of spiralled from there.

Everything I designed I always tried to think of how it would come to life, especially illustrations and logos, and this led me to look at the role of Virtual Reality in storytelling for my dissertation. This landed me an internship at a small agency called Digital Glue in Digbeth, where I stayed for 2 years. I illustrated and animated videos and dabbled in logo design. It was a great opportunity to build my confidence with After Effects and team collaboration.

For me, it was less about discovering that I loved motion graphics and more about falling into it, then getting inspired by all the motion graphics that are out there, especially in title sequences and advertising.

I joined Design Bridge and Partners as a Junior Motion Graphics Designer in 2019 after being in the right place at the right time at D&AD New Blood, where I met one of the Creative Directors from Design Bridge and Partners London who happened to be on the lookout for a Junior Motion Designer.

Where does motion design fit within the Design Bridge and Partners London Studio? I'm in the Film & Animation Team in London, but we are also part of the wider Comms Team. As a team, we're lucky to work with many people and departments, including working with the Amsterdam and New York Studios when they are in need of some motion support.

We normally get involved right at the start of the brief, helping with ideation and thinking about the rationale behind social campaigns, logo development and brand word updates. We work very collaboratively with whatever design team and Strategist is leading the brief. As the work progresses, we might then get involved with the 3D team, copywriters, Illustrators and more.

What does an 'average' day look like? My time is allocated through our Operations Team and my line manager Tash manages capacity for our Team, so I am always clear on my focus for each day.

When starting on a new project, the day will start with a briefing with the Client Management team. They are the backbone of the brief, consolidating client feedback and keeping everyone on track.

The kind of work we do varies from brief to brief and includes everything from creating social media posts where we need to stay true to the brand world, to case study films showing off our work, animating icons for web use to developing moving identities for TVC and OOH billboards, bringing illustrations to life, developing AR filters, the list goes on.

During the pandemic a 'normal' day has meant a few more scheduled check-ins throughout the day, just to make sure that everything is going to plan, but also to share inspiration (Dribbble, Behance and Vimeo are usually my first stop) and to bounce ideas off each other to produce even better work. There's always support, and the team spirit is very strong – in and out of the physical Studio.

### What kind of projects do you work on?

Our work covers client briefs, internal projects and pitches. Pitch work tends to be more explorative, working with multiple design routes that are currently in development. If it's for a big brand redesign or new brand creation project, our job is to imagine how the whole ecosystem comes to life in a cohesive way.

If we're working on a film, then the process starts by talking to the designers who will have already worked on the look and feel of what needs to be animated. At this stage we might also have a copywriter working on a script, too. I'll then take all the design files and create an animatic with all of the content in the correct





# Design 2/2

place. Sorting everything from design files to Premier Pro and After Effects can take a few days, depending on the size of the film. If there are any voiceovers needed then we'll put a draft in, and we'll also source soundtrack options for the client to review. At this stage we'd have a big review with the design and client management teams to make sure we are happy with the flow and the look and feel before it goes to the client. After getting feedback we'll spend some time tightening the edit and working into the animations and overall production quality. This stage is great for developing your technical skills, pushing the ideas to the best of your ability.

As I said, the work we do varies so much – if it moves, which is quite a lot in our digital world, then we work on it!

What are you most proud of in your Design Bridge and Partners career so far? I joined in September 2019 so I only spent 6 months in the Studio before the pandemic. Those first 6 months were a huge learning curve, but working from home means that you have to take on more responsibility for your own time management, and I think this has indirectly helped boost my confidence and independence.

So, what I am I most proud of? Delivering work to a high standard, on time, in light of everything that's going on in the world. It may not sound like much, but I'd say working for an agency is a real step up from Uni, especially the hours you have to maintain focus and creativity. Having a great team helps massively and the people at Design Bridge and Partners keep my spirits up and are always there if I have questions or need help.

# Best (and worst) thing about working at Design Bridge and Partners London?

The best thing, without a shadow of a doubt, is the people. Collaborating with people that have a genuine passion for creativity while just being super friendly and down to earth makes working for Design Bridge and Partners all the more fun.

Another great aspect is that we are given the time to craft the work. Getting to the final idea can feel like a bit of a sprint but, when it's there, having the time to craft all the little details and make sure everything is perfect gives you a real passion for your work.

The worst thing? I honestly can't think of any negatives, but something that took a long time to get used to after Uni was full time work hours!

If you could give one piece of advice to applicants of The Start this year, what would it be? Treat any placement or work experience opportunity as a way to learn new skills and create a network of connections.

Get yourself and your work out there. I've got a bad habit of only liking to show finished work, especially on Instagram where sometimes you can feel the competition is a little overwhelming. But the nitty gritty 'behind the scenes' and little art and design thinking experiments will

help you develop your craft. Get it out there! Show us what you can do! And also, never compare yourself to other people who might have years more experience than you.

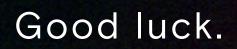
# How would you approach The Start brief if you were doing it now?

I think writing a really good brief for yourself will help narrow down what problem you want to solve. Find something that you are passionate about and run with it. How would the brand tackle the issue? Go wild with mind maps and come up with as many ideas as you can, and then some more! The idea comes first, and the creativity follows.

And finally, if you weren't working at Design Bridge and Partners, what else would you be doing? If I hadn't landed a job in it, I think I would have taken up a motion design course, most likely from the School of Motion. I think anything extra that can give you a competitive advantage will help with job applications in the future.







We look forward to seeing your entries.

