

BDP.



Creative Brief

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Greerate Careers & BDP Present the London South Bank University Film Competition 2015

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from May 2015)

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WHO ARE WE?

BDP is a major award winning international practice of architects, designers, engineers and urbanists. Our strapline is that **we create outstanding places for people.**

BDP was founded in Preston in 1961 by Sir George Grenfell Baines, as the first practice of its kind combining all the major disciplines involved in building design. Our policy today remains firmly based on this **interdisciplinary** approach which was at the root of the original partnership.

In the industry, BDP is big! We regularly appear in the Architects' Journal AJ100 list as one of the biggest UK based architectural firms, and our engineers and designers regularly win awards and are nominated for practice of the year in their respective disciplines.

We work in all the major industry sectors and have projects all over the world, which are designed and delivered from our UK and international studios.

Working at BDP

We are proud of our unique people-centred culture that is neither corporate nor ego driven. We provide the resources expected of a company of our scale and offer employees challenge, autonomy, variety, creativity and development opportunities to create socially and environmentally sustainable places for people that delight our clients.

To discover more about BDP visit our website www.bdp.com

CONTEXT

The humanised approach

We work in the communications team at BDP. We handle all internal and external communication and marketing for the practice and are responsible for public relations, newsletters, the website and intranet, social media channels¹, publications, events, photography and film.

We adopt a humanised approach to communicating, so rather than being seen as just big and corporate we want to express the vibrant and creative community of BDP. We do this through our main marketing resource, the website, but also by disseminating our news across our various channels including newsletters and social media.

Film is increasingly becoming one of our best tools to communicate the human side of BDP, and the [career stories](#) on our website have been a great success. Film requires an effective campaign around it; once our films have been created how do we disseminate them properly? Are we reaching audiences effectively or are our films languishing unwatched on our website and social media channels? Are we even using the right channels and the right technology?

¹ Twitter: [@bdp_com](https://twitter.com/bdp_com); Facebook: www.facebook.com/BDPdotCOM; YouTube: www.youtube.com/bdpdotcom; LinkedIn: BDP (Building Design Partnership Ltd) and The BDP alumni group.



People share outstanding levels of achievement and commitment to lifelong learning.

Library bookshelves filled with books.

THE BRIEF

Who is BDP?

We want you to take the 'About' page of our website:

www.bdp.com/en/about/about-bdp/

...and bring it to life.

We want a film and a social media campaign that introduces BDP and explains to people who we are. Simply put – your take on a corporate film.

The purpose of the film and social media campaign is to provide an effective and simple introduction to potential clients, future employees, collaborators and the industry as a whole, taking into account our values.

DELIVERABLES

- Create a film between 90 seconds and 3 minutes in whatever creative media you wish. It can be an illustrated romp through the history of BDP, have talking heads or just involve graphics. It's up to you. It's your creative take on all of our values (as above) or you can just choose to portray one or two of them.
- An effective social media campaign around the film.

OBJECTIVES

- Help us as a communications team reach audiences that we maybe do not engage with effectively i.e. young people, students, and creatives.
- Cultivate awareness of BDP.
- Help us find a new way or strategy in which to communicate rather than our more traditional forms of PR and media.

SCHEDULE

28/10/15 First event for up to 20 teams
04/11/15 Deadline for storyboards
06/11/15 10 finalists will be selected and announced
18/11/15 Deadline for films
24/11/15 5 finalists will be selected and announced
02/12/15 Presentation/Pitch day - winning team and runners-up announced at BDP



GREEATE CAREERS

Greeate Careers is an organisation which aims to help young people with their future and careers. Taken from our strap line, 'Where information is scarce, hope finds it hard to exist,' we ask how can people possibly hope for something about which they have no knowledge. We have several initiatives set up to broaden the general knowledge of young people to increase awareness of the different career paths that are available for them.

We have spoken to various students and organisations and know that students say that they sometimes struggle to get jobs using their degree whilst some organisations say that many university students did not have the skills needed for their current vacancies. We, therefore, launched this new initiative which allows students to experience real work situations and offers the opportunity to improve skills and general employability. Engaging with this project will improve your CV and it also affords an opportunity to win a cash prize and one week's work experience at BDP.



PRIZES

We have three different prizes for the winning entries, which will be awarded by the chairman and communications team at BDP.

3rd Prize

£100 cash to be shared by the team

2nd Prize

£200 cash to be shared by the team

1st Prize

£300 cash to be shared by the team. Each member will also win one week's work experience at BDP in an appropriate department.