

# Bic Pen 50th Anniversary Outdoor Campaign: Final Document Requirements and Tips

1

**Names of everyone in the team**

**Date that the project was turned in**

**Name of Project: Bic Pen 50th Anniversary Outdoor Campaign**

**Problem to solve:** Summarize the “problem to solve” section from the Creative brief in your own words.

**Solution:** What is your campaign idea or concept? This is where you talk about any insights, observations, or breakthroughs you had that led to the final concept.

**Art direction/design:** Describe how your art direction and design supports your concept.

- Spell check and use grammarly. **Unprofessional writing & typos will reduce your grade.**
- The design of the final document is important- don't make it an afterthought. You as designers are responsible for a thoughtful presentation document. Mistakes such as these detract from the idea and don't show attention to detail;.

2

**Place the outdoor campaign in situation**

Professionally referred to as “OOH comped in-situ.”

This is where you show how your concept and art direction/design choices translate and stand out in the environment.

- Make sure your type is legible in an outdoor environment
- Chose a color story isn't lost in a busy outdoor environment
- Simple ideas translate the best
- Please read “Creative Tips Creating Effective OOH Ads.pdf” and <https://clearchanneloutdoor.com/get-creative/>
- If you chose a Wallscape, you must show where it has been specifically designed to go in Seattle.

3

**Create your document size to reflect real world OOH sizes and dimensions.**

**Show what the design is “flat” (meaning not comped in-situ.)**

**OOH glossary:**

<https://clearchanneloutdoor.com/insight/common-industry-terminology/>

**Guide to poster sizes:**

<https://www.coastalcreative.com/standard-poster-sizes/>

**Guide to outdoor Billboards (Billboards are also referred to as “bulletins”)**

<http://www.lamar.com/Products/Bulletins>

**More info on “Wallscapes”**

Wallscapes are murals painted or attached directly onto the exterior surface of a building.

<http://www.lamar.com/Products/Wallscapes>





Team member one name here / Team member two here  
Date  
Bic Pen 50th Anniversary Outdoor Campaign

1

**Problem to solve:** New York City Residents were ready to venture out doors after a lengthy and stressful lockdown. Although the NYC residents were allowed back outside, the threat of Covid-19 is still quite real. How do you encourage people to continue modifying their behavior and stay safe?

**Solution:** Nobody likes to be scared into doing something. New York residents are known for getting right to the point. This campaign does the very New York thing by telling it to you straight- you need to continue to modify your behavior. However, instead of being preachy, it strikes a friendly "buddy like" tone reminding us that "We're all in this together."

**Art direction/design:** Handwritten typography reminds the viewer that the are humans behind the messages. The colored bands create a "ripple effect" design that reinforces the message that one person's actions affect others. The vibrant colors and simple design jump out from the cluttered, busy environment of New York City.



2



Team member one name here / Team member two here

Date

Bic Pen 50th Anniversary Outdoor Campaign

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