




Assignment 8 2010 World Cup Creative Brief

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What We Need

- The 2010 World Cup committee needs a new
 - Logo
 - Mascot
 - Celebratory Theme
 - The opening, closing, and mid-game celebrations will be built around this theme

The Design Conspiracy: A list of requirements is a reasonable place to start.

World Cup Ba

The Design Conspiracy: Good to get the background on one page. Particularly like the last statement - very true.

- The FIFA World Cup has been held every four years (roughly) since 1930
- In 2002 1.1 billion people watched the final match between Brazil and Germany
 - That is 1/6th of the entire world
 - This also makes it the most watched sporting event the planet
- 2010 will be first time the World Cup has been held on the continent of Africa
- **The World Cup as a brand, does not need our help**

The Benefits of Hosting

- The rewards for hosting the World Cup go beyond tourism and commerce...
 - The 2006 World Cup was “the first time in more than half a century that Germans [were] able to wave their own national flag with unreserved pride”
 - South Africa hopes for much the same outcome from their own people for whom apartheid is still a fresh wound



The Design Conspiracy: Like the link between the 2 countries here.

World Cup Position

Where FIFA branding is here....

The Design Conspiracy: Very good! Fun and different. This is interesting.

Why is London 2012 stodgy?



Stodgy



Refined



Rebellious

The world recognizes the World Cup as being here....



Stodgy



Passionate & Fun



Rebellious

The South African 2010 World Cup will capitalize on the public view.

Who is the Audience



It is MASSIVE



Joyous



Global
(and don't forget
multilingual)



Captivated
(even from the other
side of the world)

The Design Conspiracy: Like this a lot. What a great way of describing an audience.



Young



“Experienced”



And probably very
disappointed at some
time during the games

What is the Primary Message

- The World Cup is not about head-butts and bruised egos, nor is it about faking injuries and penalty kicks
- It is about the spirit of play and the triumph of skill, sportsmanship, and passion for the game.



What is the Secondary Message

- The World Cup puts South Africa center stage to the rest of the world, for them, it about promoting tourism, commerce and unity
- South Africa is a wondrous land of with a diverse population and a thriving emergent economy
 - It should not deny its problems, but it should always be focused on the bright future it has





Africa shall be united in a bright and common future
through the spirit of nationalism and the power of play

The Design Conspiracy: Concise, competent, but not very inspiring. Although we think you've created some interesting points to start from.

Give them a logo, mascot, and celebratory theme that says all of these things.