

CREATIVE COMMISSION

Effervescent, working in partnership with Co-op Foundation, wants to commission four pieces of creative work for our [Lonely, Not Alone](#) campaign 2020.

We are asking for collaborations between stylists and photographers / film makers. At least one of the collaborators must be between 18 and 25 years old on 30 September 2020.

We are asking each collaboration to generate:

- 1 x very high quality static image which will form the basis of posters, web creative, and social media posts
- 1 x 4–8 seconds of unedited 4k film which will be used on web, and also edited into a short video with the other three commissioned pieces

Background to the Brief

Children and young people feel lonely, more than any other age group.

Lonely, Not Alone aims to highlight this issue.

Last year we asked people to wear yellow socks in September and October. We developed [an animated film](#), and some anonymised [sock puppet case studies](#).

Our call to action this year is for adults, children and young people to wear yellow socks, wherever and whenever you like, to show that they care.

The idea about yellow socks comes from the young people's insight that loneliness is semi-hidden (like socks), and that lonely young people often walk around looking at the ground, because it's embarrassing when you catch someone's eyes and they see you are lonely but don't smile or talk to you, or invite you to join them. We hope that when people who feel lonely see those yellow socks, they will know that that person cares and will be supportive. The yellow signifies hopefulness.

The Creative Brief

Please look at the animation and sock puppet films created last year. You will see that they place characters in quite magical, moody, fairly anonymised landscapes which reflect the character's experience of loneliness: a seashore, the moors, underwater, a cityscape, a battered lighthouse...

This year's creative idea is to ask people to share their yellow sock-inspired [Outfit of the Day](#) on social media.

We want to commission four hero images and snippets of moving film – photographs or photo composites – which take the slightly magical, emotional feel of last year's campaign but feature real people.

The images we are looking for you to create must convey the sentiment:

YOU MIGHT BE LONELY, BUT YOU'RE NOT ALONE

These four creative images/films must:

- Feature a character or characters wearing yellow socks. These socks must be the focus/solution/key to the image
- Feature a real person/people aged 7 - 25 in their outfit of the day (could be sporty, casual, dressy, hobby-inspired)
- Have an overall colour palette of tonal greys, lilacs, blues, greens, blacks...so that the yellow socks stand out as the 'hero' of the image
- Use landscapes which develop from or are similar to last year's images – landscapes which convey the emotion of the character and which are a little drab, dull, dark, undetailed, misty, compared to the character and the socks
- Have an overall feeling which conveys the sentiment attached to the socks (you might be lonely, but you're not alone); giving a warm, mischievous, hopeful, inviting, comforting feel to the image
- The image must be supplied in landscape and portrait formats, with enough clear space within the image for some type and/or logos

It's important to note that although the campaign is based on Outfit of the Day, it is not a fashion campaign. It is a campaign about loneliness that uses Outfit of the Day to engage the young audience.

In the appendix are some scamps we created in the young people's devising sessions as we were trying to hone in on the mood we were looking for.

Timeline

Deadline for applications:

5pm, Wednesday 22nd July 2020

Successful applicants informed by:

Monday 27th July 2020

Deadline to submit creative work:

9am, Tuesday 1st September 2020

Campaign goes live:

Late September 2020

Budget and payment

The fee available for each commission is £1,500 (inc VAT)



A project budget of £500 will be released mid-August, upon receiving your first invoice, signed contract, and any other required paperwork. The balancing payment will be released at the end of September 2020.

What to expect from the relationship with Effervescent and Co-op Foundation

Effervescent

Your Creative Director at Effervescent will be Eloïse Malone. She will work with you and the three other collaborator teams to 'balance' the portfolio of work so that everything fits together as a coherent piece of work. This might mean discussions about location, choice of model(s), choice of your proposed outfit of the day for your model(s), and how the graphics will overlay your image for poster work.

Co-op Foundation

Andy Mortimer and Hannah Charlton will be leading comms for the campaign. So that you can get the most out of this opportunity, we will be inviting you and your model(s) to work with us so we can feature you in magazine articles, tv, and press where it's appropriate.

Application Process

In order to make these commissions really authentic, incredibly well executed, and ensure the wellbeing of the young people involved, we will need:

- A sketch, scamp, or other visualisation of your idea in response to the brief (with notes if you want to clarify anything)
- The lead collaborator's CV including date of birth, and two samples of previous work
- The partner collaborator's CV and date of birth, and two samples of work
- A picture of the model(s) you will be working with. If you don't know yet, describe the model you will be casting for

Please also include in your email cover note:

- A sentence or two about why you have applied for this Lonely Not Alone commission. You might like to tell us whether you have a connection to the theme of loneliness; how the brief feels really perfect for the work you have been doing or want to do; how the covid lockdown has affected you; or something else that feels important.

Please send your application with LONELY NOT ALONE COMMISSION in the email header to ellie@eff.org.uk by 5pm Wednesday 22nd July 2020.

How to ask questions before applying



This is quite a complex brief to describe in writing, so please don't feel shy about getting in touch to ask questions.

Questions should be addressed to Ellie. In the first instance, please send a text/whatsapp message to 07763 673530. Ellie will reply by text or phone you back. Ellie is filming for much of the next month, so this is the best and fastest way to get hold of her.

About Co-op Foundation

Co-op Foundation is the Co-op's charity, helping communities work together to make things better. We're the leading charity tackling youth loneliness in the UK

About Effervescent

Effervescent creates beautifully truthful campaigns with children and young people. We work in partnership with ethical brands and organisations, creating advertising and marketing for them.

We believe children and young people are naturally kind and imaginative. We are passionate about ensuring young people have opportunities to make the world better for themselves and other people.

We are a charity.

FAQS

Why is this open to young people aged 18 – 25 years?

This is a campaign generated in collaboration with children, teens, and young people. All of the ideas, including the initial insights about loneliness and this year's campaign strategy, have been created with young people aged 11 - 25.

To make this campaign authentic and meaningful for young people in the UK, we think it's important that young voices come through the process at every step of the way, and especially in our hero content.

We realise that the Covid lockdown has been a huge setback for young people who are still developing their careers in the creative industries. We hope that these four commissions can help a little with opportunity to be creative, financial support, and a CV boost.

If one of the collaborators has to be 18 – 25 years old, what about the other?

The other collaborator can be younger, older, or same age.

Do I have to be a professional photographer or stylist to apply?

We will choose our four commissions based on the quality of the work and idea you submit. We will commission the lead applicant and the contract will be with them. They will need to invoice for this

work so they should be in a position to do so – they will need a bank account in their name, and to take responsibility for their own professional liability insurance, national insurance, and tax.

Do I have to work with professional models?

You can work with whoever you like under the age of 25.

You must ensure their welfare during the project, keeping them physically and emotionally safe.

We will send you a release form for your models to sign, and this will need to be signed by the guardian of the model if they are under 18 years old.

Why do you want to know which model(s) we want to work with?

We realise we are asking for a lot of information up front. This is because we want all four commissions to work as a collection, as the hero images of the campaign.

We need to know as much as possible about your model(s), so that we can make sure that the young people represented in the four final images are representative of young people in the UK.

You ask for a sample of work but I'm not a professional yet. How can I apply?

That's ok. Send us a link to something that shows us what you are capable of – your Instagram feed, or something similar.

Appendix

Scamps from devising.

These are just to give you some ideas of how we got to this brief. We are not looking for you to replicate these; they are just to help you get in our heads a little.

The first image shows two people in their own little boats adrift on a big lake. He's a DJ playing a gig on his own; she's got disco balls but she's on her own, too. They are both lonely, but not alone.

The second image shows two people who spend too much time in their heads. They are both lonely; but alike.

The third image shows someone who is either springing away from her loneliness through the hands that help her...or she is falling into loneliness and is waiting for someone to reach out.

 **effervescent**



You might feel lonely, but you're not alone.

 **effervescent**



