

GREATNESS CHALLENGE ACCEPTED





DIMA ALIMOV
aka “MALOY”

- A designer in Arriba! creative agency
- God of illustration.
- Master of videomemes.
- Got high on hardcore in his 1st grade.
- facebook.com/dima.phase



ANDRII MISHCHENKO
aka “DED”

- A copywriter in Arriba! creative agency
- Master of print ads.
- Smooth speaker.
- He can put his whole little finger into his own nose.
- facebook.com/copyded

TASK

GET SOME MONEY IN A
CREATIVE WAY



PROBLEM

BORING FACES. NO ONE IS
GONNA GIVE THE MONEY.



IDEA

create a video blog to show the tough sides of teamwork for a copywriter and a designer as a part of a “CREATIVE TEAM”



EPIGRAPH

“If you want to understand a person, it’s not enough to be in their shoes. You need to share their shoes”.

(Ded)



SO HOW ARE
YOU GONNA DO
THAT?

we've sewed our jackets into
one huge Jacket.



SO WHAT?

for the whole festival week we will both be wearing one huge Jacket, no matter what barriers we have on our way.



WHY IS THAT?

we are going to post videos and photos on our branded pages in social networks. This content will show the struggles that a copywriter and a designer face, trying to get along.



WHAT ABOUT
THE MONEY?



WHO IS MORE IMPORTANT?

it's not easy to work in a creative team. Both the copywriter and the art-director work their socks off to create a new "Cadbury gorilla" or "1984"



but who makes a bigger contribution into the creation of a new Cannes idea: the one who writes, or the one who paints? We offer to answer this question with a nominal fee – one euro.



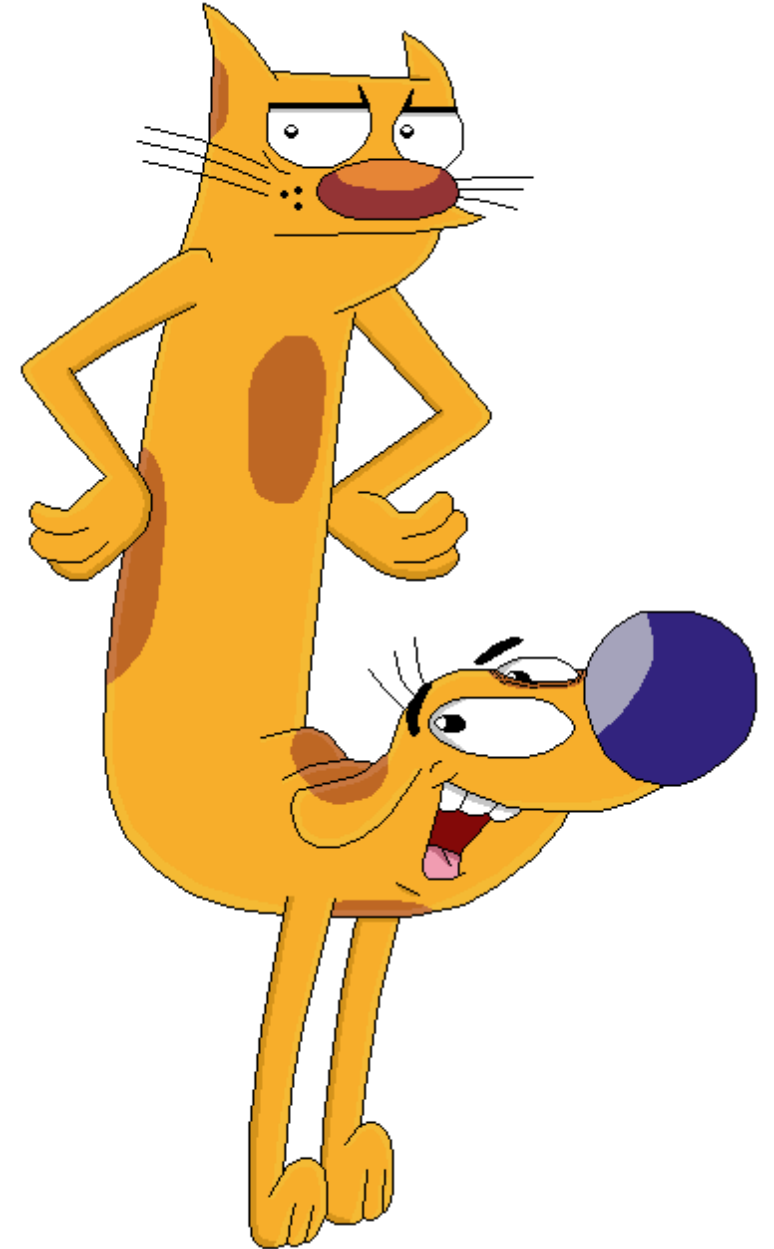
we would like both copywriters and designers vote for the ones alike. In such a way we are going to make a small research and identify who, in the opinion of advertising market, is more important in the eternal confrontation of text and visual



each of us is going to Barcelona with a sum of money that he will raise with the vote “for”. We are going to wear one Jacket during the festival and continue with our research in Europe. We are going to ask all creatives, who we will meet on our way our main question.



we are also going to have a video-blog, where we will show how difficult it is for a copywriter and a designer to get along literally “in each other’s shoes”. In that way we are going to attract people to our social network pages, where they will have a chance to vote.



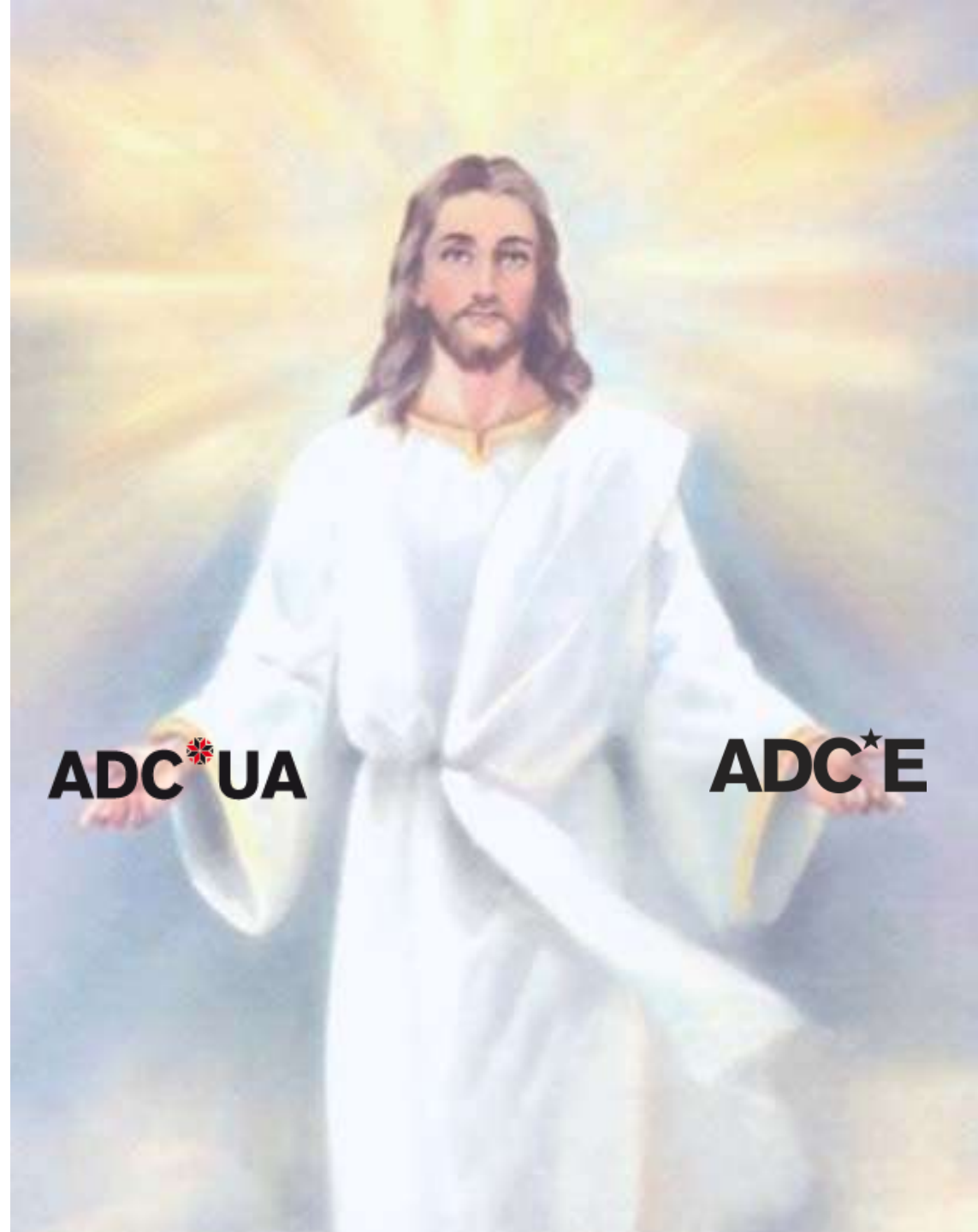
RESULT 1

we are going to be an example of what it's like to work in a team, what difficulties should a creative pair go through, to make a good team



RESULT 2

We are going to generate gigabytes of photo and video content, which will make a good publicity for ADC*UA and ADC*E.



RESULT 3

we are going to make a buzz during the festival and inspire young creatives for new achievements



RESULT 4

We are going to prove, that nothing is impossible if you work in a team. Even to win a festival, just wearing the same jacket together.



THANK YOU

