

GOTHENBURGH 15 - 17<sup>TH</sup> MARCH 2018

SWEDEN'S LARGEST  
ADVERTISING CONTEST

FOR STUDENTS



The jury's motivation:

SILVER

In second place, we have an idea that, in a simple and clear way, succeeded in obtaining the human value in Goodsport's work. The idea is located in an arena that is close to the target audience - in a context that is related to both the children and the parents. The idea creates fast recognition and shows in particular the effect of Skolträffen, at an individual level.



## WHAT IS 48H?

48H has been around for over 20 years and was started by Hans Andersson from Forsman & Bodenfors. It is Sweden's largest advertising competition for students studying media and communication.

During two intense days in March, in Gothenburg a multidisciplinary team of four people; Art Director, Copywriter, Project manager and Designer work with a sharp brief for a non-profit organisation.

Total number of participating teams this year: 21

## THE BRIEF

Sweden is segregated.

In middle school approximately 69% of the students, in all of Sweden did not know anyone from the other neighbourhood district. The percentage in Stockholm is 91% and in Gothenburg 94%. Children do not hang out outside their school area or outside their own residential district.

Our mission is to create attention for an integration project called "Skolträffen" by making a print ad for local newspapers DN, SvD, GP and a digital solution.

INSIGHT:

Children don't see boundaries only different opportunities.

COMMUNICATION GOALS:

Spread the future of a society in which we live together in mutual respect.

TARGET GROUP:

Middle school students

CLIENT:

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We want to get young people to build networks and create friendship throughout the visible and invisible boundaries in our society.



# SKOLTRÄFFEN

CHALLENGE:

“ How might we counter segregation and promote integration in a playful way? “



## STRATEGY & IDEA



\* ENGLISH TRANSLATION OF THE AD

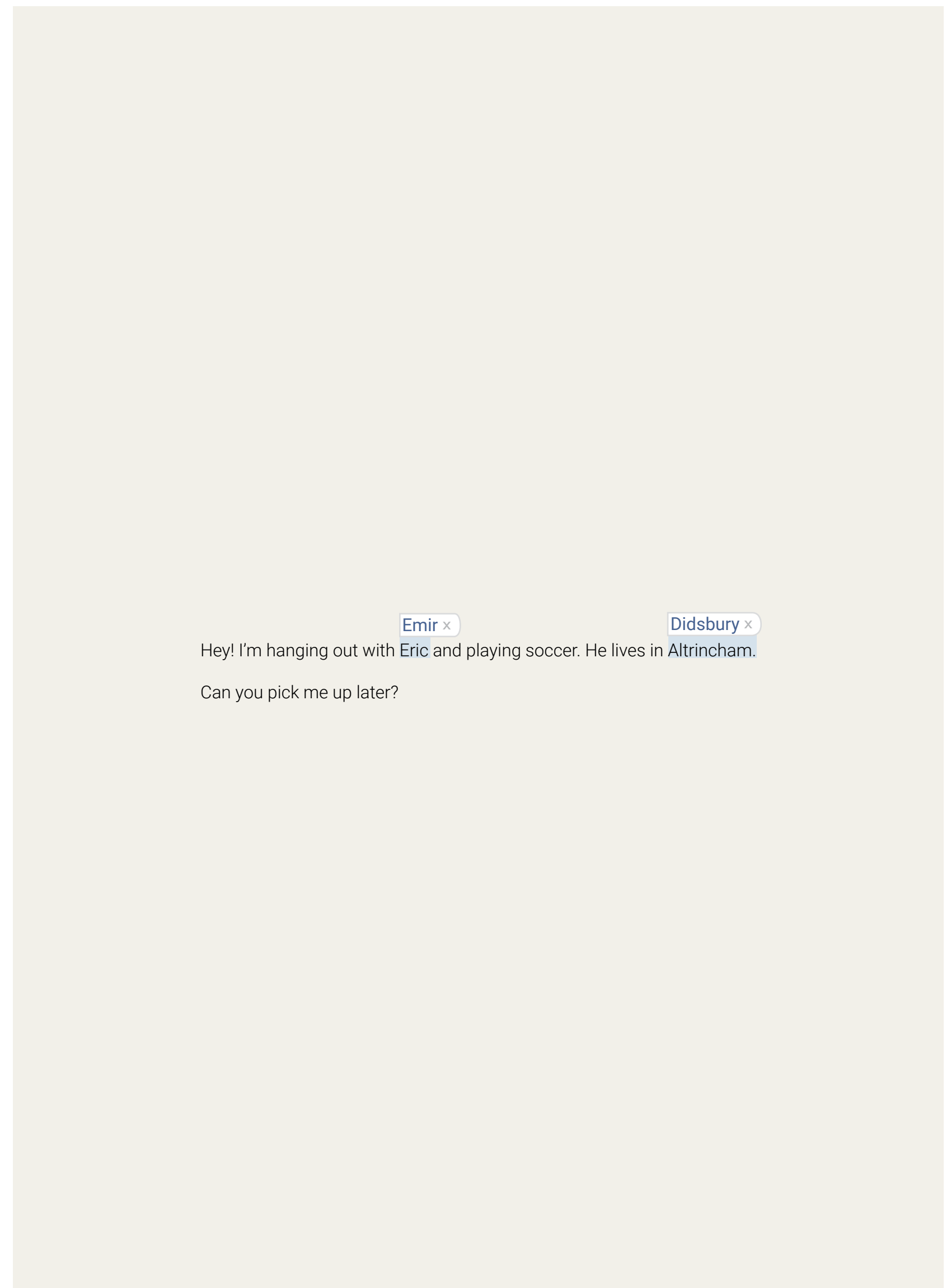
It is said that 'birds of a feather flock together', and many think it is so. Only in Gothenburg has 80% of schoolchildren never visited a nearby school. What do we do to counteract the segregation these days?

With the project Skolträffen, Goodsport wants to erase borders between individuals, residential areas and prejudices by making young people meet. Differences are needed in order to challenge and learn from each other. Through play as a tool Goodsport encourage children to value diversity.

We therefore created a print that makes people reflect and engage. By showing in a fun way how to erase the natural option with "auto-correct" in a text conversation, we aim to open up the possibility of socializing across the district boundaries.

The prints could be made in various languages, so it can be seen with different perspectives. Our goal is to initiate a thinking process and create awareness to the problem and showcase Goodsport's mission.

On page 10 you can see the Swedish version of the print.



It is said that 'birds of a feather flock together', and many think it is so. Only in Gothenburg, about 80% of school children have never visited a nearby school. What do we do to counteract segregation these days? With project Skolträffen, Goodsport wants to erase borders and prejudices between individuals in different residential areas by making young people from diverse social economic backgrounds meet and play together. Through play as a tool, Goodsport wants to encourage children to value diversity. Differences are needed in order to challenge and learn from each other.

Read more at [goodsport.se](https://goodsport.se)

## THE DIGITAL SOLUTION

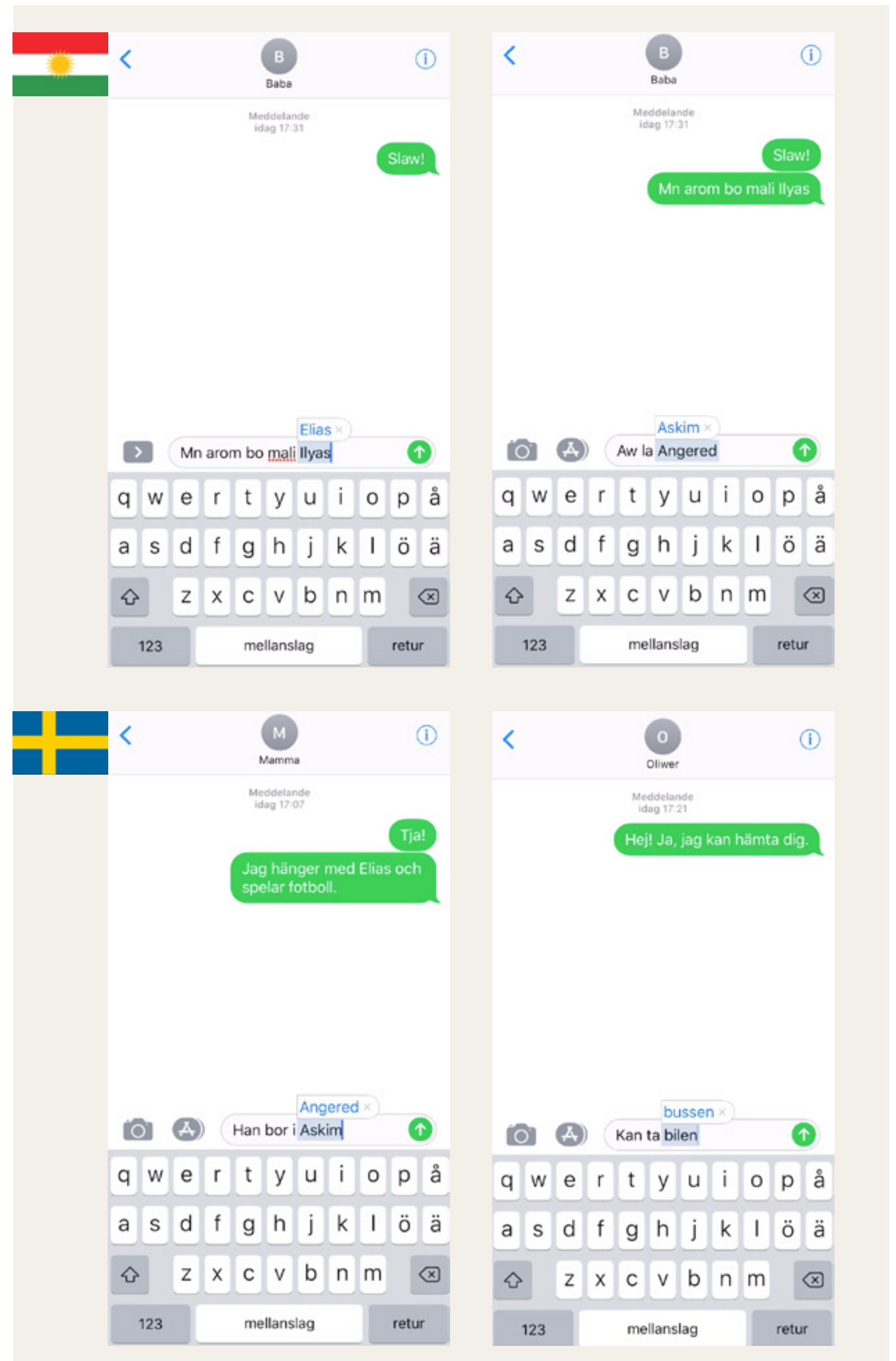
Our digital solution is an interactive extension of the print where it can be seen in different languages and perspectives in order to grab attention of a bigger audience.

The reason why we chose to spread Goodsport's message on various social media platforms as an interactive media story line, is because we want to influence young people where they are spending their time the most - on their phones!

On the next page you can follow the interactive story line.

The first example is a conversation in Kurdish. The text message is the same as in the print where you can see the conversation between a father and his son Ilyas.

The second example is in Swedish with an alternative text conversation between a mother and her son Oliver.



Tja! Jag hänger med **Ilyas** och spelar fotboll. Han bor i **Askim**.  
Hämtar du mig sen?

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- Integration through sports.

Det sägs att lika barn leker bäst, och många tror att det är så. Bara i Göteborg har 80% av skolungdomar aldrig besökt en närliggande skola. Vad gör vi för att motverka dagens segregation? Med projektet Skolträffen vill Goodsport sudda ut gränser mellan individer, bostadsområden och fördomar genom att få ungdomar att mötas. Olikheter behövs för att utmana och lära av varandra. Lika barn leker inte alltid bäst.

Läs mer på [goodsport.se](http://goodsport.se)

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## HOW WE DID IT IN 48H

TEAMBUILDING

RESEARCH

DEFINE THE BRIEF

INSIGHTS

SYNTHESISE

IDEATION

PROTOTYPE & TEST

REFINE

DELIVER

# THANK YOU!

## TEAM 3

EMELIE BLADH - PROJECT MANAGER

JASMINA ALEKSIC - ART DIRECTOR

VERA TORNBORG - COPYWRITER

WILLIAM MARTINSSON - DESIGNER