

## 1. Client: Unilever

### **Challenge**

Design an app using **Ben & Jerry's** to act as a catalyst to create lasting, citywide behavior change on one of the following areas:

- Health and wellbeing
- Reducing environmental impact
- Enhancing livelihoods

You can choose the city, but it must be a mega-city home to over 10 million people. And, there must be a clear argument for why you've chosen it. Your ideas must fit Ben & Jerry's values and personality.

### **Background**

The world needs sustainable solutions at scale, which requires mass participation. With urbanization happening in every country on earth, cities present great opportunities. This isn't about the 'hard' solutions of renewable energy generation and big infrastructure fixes. It's about changing the behavior of people en masse, because ultimately we're social animals whose behavior is influenced not just by the physical environment, but by the social environment too.

One-off events to send a message are nice, but they don't deliver the lasting change in behaviors required. It's an enduring change we need.

Charity coalitions and government-led initiatives have all been active in creating this type of change, but more is needed. We need multiple brands to get on board to move people, en masse, in the right direction. In this instance, the idea is to nurture a movement of people who are optimistic about the future and are prepared to take small actions to make sustainable living commonplace.

### **Considerations**

- They're looking for big bold ambition, clearly grounded in reality.
- This is a big, complicated brief. You need to show how you made your choices and arrived at your solutions.
- Think about the aspirations, beliefs, core values etc. that run through the majority, and make it personal.
- There are a myriad of possible solutions to develop, but here are a few thoughts to get you started: *transport, housing, isolation (making friends), eating, working, community, healthcare, sanitation, waste...*
- People don't change their behavior based on one type of intervention, so in addition, your response should consider all the media and channels and touch points that they will interact with.

### **Target Audience**

Think about city living holistically, and consider different city dweller experiences – from working professionals to school children. If you choose a particular target audience you need to have a good argument for it.

### **Further information on client**

[www.unileverusa.com](http://www.unileverusa.com)

[www.benandjerrys.com](http://www.benandjerrys.com)