

15. *Client: lastminute.com*

### **Challenge**

Create a mobile application connecting lastminute.com and people's spontaneous use of their free time.

Do not repeat any of the focused apps such as topsee, snaffle, fonefood, or nru created in lastminute.com's labs. Create an additional exciting useful tool for the lastminute.com audience.

### **Background**

lastminute.com was founded by two entrepreneurs in 1998. It was the first online entertainment and travel company in the UK and now operates in 13 markets across Europe. Over 1.5 million consumers come to lastminute.com every week searching for inspiration to make sure they do not waste any living moment. The company's mission is to help people make the most of their free time with new, creative and unexpected ideas for every single day.

### **Considerations**

- Living in the moment, being impulsive, always looking for the latest thing. Clever, creative. Taking a break, time for yourself, reconnecting with what's important to you (from family to a moment of relaxation).
- Ideas need longevity to be memorable, original, engaging and ideally show campaign-ability or the potential to grow over time and in different forms.
- Lastminute.com is an imaginative organization widely recognized for its fearless approach to changing the rules. This must be reflected in the work you produce.
- Calls to action should feature the strapline 'do more good stuff' or 'get more good stuff'.
- Whatever the solution, you must ensure that your audience knows who the communication is for, as the whole point is to drive people to the website and get them to buy something spontaneously, or at the last minute.

### **Target Audience**

Adventurous, wealthy, any age group, in any of the locations they serve

### **Further information on client**

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