

COIN BRIEF – English version

THE COMPANY

With shops in the most fashionable streets and cities in Italy, **COIN** is a leader in **hip, innovative, urban shopping**. In the last year COIN redefined its advertising and now COIN needs your creativity!

WHAT WE'RE ASKING FOR?

COIN is asking you to work on its **logo**, the key-element for brand communication. COIN is asking you to look at it in different ways.

Play with COIN logo and use imagination to give infuse the logo with meanings based on the following themes (in order of relevance):

- **Seasons** (spring, summer, fall, Christmas)
- **Festivities** (s. Valentine, Mother's day, Father's day, Halloween)
- **Green living and recycling**
- **Urban living**
- **New openings**
- **Product Collections** (men, women, children, accessories, beauty, home)

"Dress" the logo in these ways (see the following examples):



The mood that has to come out from your entries is **glamorous, fashionable, lively, modern** and **surprising**.

You can create **print ads** or **videos**. But be careful: we're not asking you to make a promotional video or a spot, but a print or video **focused only on the COIN logo**. There is one other requirement: your videos have to be **less than 20 seconds**.

You can redesign the logo with graphical effects both inside and outside the logo itself, but try to keep the right letter size-ratio (to keep it readable).

The official COIN slogan is "A *new shopping experience*" but you're free to change it if you wish.

AWARDS

The total prize at stake for this competition is **10,500 Zoop\$** that will be **assigned by COIN** to the best entries. In this competition all client prizes will have the same value regardless of place.

As a bonus, the best entries might be chosen by COIN for **offline promotion!**

You could see your work used for a **real advertising print campaign** or **in-store promotion**, or showed on the **Milan mega-store video-wall**.

For these, COIN will pay the author a **fee of 900 €**.

Moreover, your work may be **shown on TV!** In this case COIN will pay the author of the video or the print ad **1,200 €**.

(For the in-store materials, the print campaign and video-wall, COIN can use Zooppa entries for 6 months. For TV, COIN can use Zooppa entries for 15 days.)

So, what are you waiting for? You have until **February 11th, 2010**, to join this competition and take advantage of the wonderful opportunities that COIN is offering!

TOTAL AMOUNT: 10,500 Zoop\$

VIDEO PRIZES:

1. Coin video prize: Zoop\$ 1,400
2. Coin video prize: Zoop\$ 1,400
3. Coin video prize: Zoop\$ 1,400

PRINT AD PRIZES:

1. Coin print ad prize: Zoop\$ 1,000
2. Coin print ad prize: Zoop\$ 1,000
3. Coin print ad prize: Zoop\$ 1,000

4. Coin print ad prize: Zoop\$ 1,000
5. Coin print ad prize: Zoop\$ 1,000
6. Coin print ad prize: Zoop\$ 1,000

Extra-fee given to every entries used for advertising print campaign, in-store promotion or Milan mega-store video-wall: € 900

Extra-fee given to every creativities used for TV: € 1,200

HONORABLE MENTIONS:

Zoop\$ 300 → this prize will be torn between the best creativities by Zooppa Staff at the end of the contest