

Case Study



Art Directors Club— Young Guns 4

Identity and Campaign for the ADC's Premier
Design Competition for Creatives 30 & Younger

Concept, Art Direction, Design & Illustration: karlssonwilker inc.

Commissioned directly by the Art Directors Club Global

Project:

Identity and all-media campaign for the Art Directors Club's Young Guns 4 bi-annual competition, the premier design competition for professional creatives 30 years and younger.

Goal:

To lead this prestigious competition from a formerly strictly "invitational" to a worldwide "open call" design competition.

To reaffirm this competition's position as the world's leading international design competition for young professional creatives.

To strengthen its worldwide appeal towards the target group (young working professionals in the visual creative fields) to assure a high turn-out in this transition from "invitational" to "open call".

Approach/Strategy:

To create appealing and striking visuals that self-consciously comment on today's overcrowded market of advertising and design competitions. On top of being simple, to the point, challenging and witty, we also decided to have fun ourselves, to strengthen the appeal for young creatives (like ourselves). The ambiguity of the "flying man" was especially interesting to us: if the standing figure is the "young gun", who is he standing on? on one of his peers? or is the younger standing unappreciatively on the older? or does the older caringly carry the younger on his back? We also created a lowercase typeface from scratch, that we used as the logotype and the primary headline font. Many things were created, from posters, ads, the book/catalogue, websites, banners, invites, etc., and the winner's trophy (made out of chocolate), always using the "standing figure" as the building block.

Outcome:

According to the ADC, this extremely successful campaign with its very high brand recognition and its perfect positioning towards the target audience had their numbers of applications soaring and tightened their grip around the most prestigious international competition for young creatives for years to come (and the few "stirs" in the advertising and design community caused by some of the campaign's tongue-in-cheek visuals surely helped along the way).

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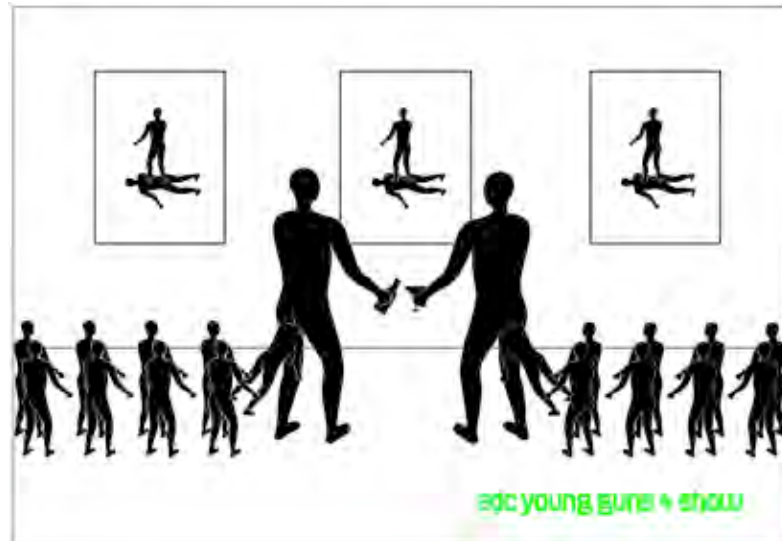
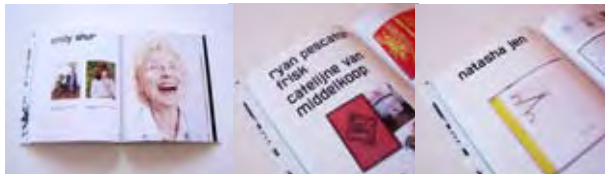
- “flying men”
- the exclusively designed lower-case typeface *younggun*, used for the logotype and as the headline font in all communication materials
- the Young Guns logo



call-for-entry print ads, flyer (announcing supporting events), & poster



- call-for-entries website with online registration, roll-overs reveal information (audio: secretly recorded audio of one of the project meetings with the client)
- website announcing the winners (audio: a piece for digital choir on A, D and C)
- various animated online banners (flash & gif)



- the book showcasing the 36 finalists (224 pages, published by Rockport)
- the invitation to the Young Guns show



-the Young Guns show at the ADC gallery in New York (after which it turned into a travelling exhibition, shown on all continents)
-the winner's trophies, made out of chocolate (because nothing lasts forever...)



-the official poster